



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 14, No. 10 • October 2017

Talking Health: A Healthy Teen Spirit

Now that you have a product strong enough, you can finally build your Natural Products Teen set to be something parents will take notice of, because, if you haven't noticed, we have some crucial concerns about the proper development of our innocent teenagers growing up in these conflagrational times! Today's children need better stewardship, and our Local Community Health Resource Centers have to provide choices to support this need.

It all begins with the diet. There is some innate conflict that arises in the Teen Years, where our children simultaneously want to push the boundaries of affirming their own power and they join in rebellion with their cohorts and clans to reject good food as being conformity and fascism. All the while, their self-righteousness makes them impossible to reason with. Ah, the joys of parenting in the teen years.

Parents, who used to bring their little kids with them shopping on their excursions to the health food store (oh, they were so cute then), are happy to exhale for that moment to escape for a while to load up the family groceries and get away from the brooding snarks at home who are either hiding in their room, or glued to a machine or missing in action over at some friend's house. These parents need to be jolted out of their parental stupor and alerted that solutions are at hand. That good health and nutrition can lead to more understandable behavior

Yes, a child becoming a teen brings very special nutritional needs, and the parent who takes on the challenges of getting compliance to appropriate nutritional supplementation during these teen years may not only find their child again, but they also may do greater good to garner the physiological foundations in their child's development that can assist good health and mental stability through a lifetime. Parents are still in control of that dynamic—and they will accept the direction—if they are guided! We know parents want the best for their children, and they need to be shown what the best is for their children nutritionally!

That said, why have stores not seen this need, and understood the possibilities of this market? Do stores think that parents stop caring when their child hits 13? If we are to create a better society (and things definitely have to stop going down the sewer drain soon, or else...!), we have to have serious

conversations within our communities about responsibilities and guidelines for making newer, better generations. It is natural to want to do this, and we must do it naturally! We have to redefine "the formative years" as pre-birth till mid-twenties; and we have to get more involved, stay involved and take the roles of educator and "elders" more seriously.

So when I hear retailers say that the market is not there; that "I have tried and the consumer will not buy," then I conclude that we have several problems that have to be addressed. First, the larger teen market today has a bloated—a gargantuan slice—of our nation's GDP and that is not from allowances or side jobs: parents for the most part feel that their children need to have things, and so they allow their children to get them. (talk about a definition of topsy-turvy!) Second, if we abdicate the main responsibility for good nutrition for our community's youth to other market sectors, then we are also running the most absurd business game-plan for maintaining relevancy in the marketplace that one could ever design. We are ignoring the next generations, hoping that they will find healthy conditioned habits sometime in their late twenties. We are hoping that another hip-natural culture will emerge against the tide of wall-street cultured homogenization and the youth of America will just intuitively gravitate to our stores through an osmosis to become regular shoppers of natural health. No: we have to profess the truths of lifelong nutrition for optimal health, and we must do it with focus and resolve. You must want the teen health market; you must create it and win it! Even people who never paid attention in school would call the current plan of action d-u-m-b.

And of course, we have that other altruistic intention to realize: that we are in the health market, and that our main customer is not the 30-50-year old, but rather every person. That our stores need to be outfitted to encourage and benefit every step in the life cycle. We need to be the connect-the-dots so that people in every neighborhood know that when they have their most current health challenges, that the place to go is their local health retailer!

This does come back to good business, because if we help parents to optimally care for their young ones, and make health food stores hip again—and go to great lengths to help and guide Seniors to care for themselves in their later years—then we will be that

thriving health food store, conducting best business that is capable of surviving any market changes or economic challenges. We ignore the teen and Senior markets at our own peril: how are you doing with in-store merchandising to encourage these groups to "discover" in your store? Up for the task to make changes, and deliver the goods?

So this article is not to expect the miraculous, where you will see a stream of tweens and high schoolers and college-aged kids flood your stores: but there should be an effort to bring them in (a few ideas for the older young crowd are hair clips and nail polish and clean sports nutrition), but the idea is to wake up the parents to understand that their family could use some help with the nutrition portion of their child-raising chores. Give them solutions, make the protocols clear, and encourage parents to learn the wily ways of gaining compliance. The biggest problem will be getting the youth of America to believe that supplements and nutrition are worthwhile: that taking a pill can actually make you enjoy life more (this is hard because teens are one of the two age groups that have the highest aversion to swallowing pills, etc.: the other being the elderly!)

When I first started working in health food stores in the mid-1980s, I had kids from at least 3-4 high schools coming to my health food stores "for things." Now Washington, DC is not your normal city, but there was a genuine interest in herbs (and Organic agriculture), and vegetarianism and the environment. These days, hair coloring is a huge draw: and brushes can be a definite draw, and I will discuss the potential of liquid herbal extracts later in the article. The best health fad that can be promoted is **JUVO** as an organic on-the-go meal, and the most important trends that we need to conceptualize and develop are nervines and adaptogens and homeopathy. Get ready to change the way that you think about creatively marketing health.

Let's have that necessary first look at the larger marketplace, and what we are missing. In understanding the parents' mindset, let's put the big numbers on the table first. Family budgets work somewhere along these numbers (for an average middle-class family): "Families can expect to spend between \$12,350 and nearly \$14,000 a year, on average, to raise a child." Two or more kids,

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A Healthy Teen Spirit

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OMG!! Nationally, \$157.6 Billion is spent on teens every year in America.

Overall, the cost of raising a child in America today is \$233,610 (for a child born in 2015) according to a report from the Department of Agriculture. Surprisingly, that number only covers costs from birth through age 17, and does not include the costs of what we call higher education (College) in this country! If we all can acknowledge that college in the USA today is a ridiculous cost (no intelligence in the management of that budgetary equation by the powers that be), then it would make sense to also outfit our students at this critical time with more than iMillion contraptions and Bose stuff, and Ikea and beanbags. It would make sense to feed the mind and keep the immune system strong, and maintain digestive health and keep anxiety and stress at bay. Parents, re-figure your school shopping list, and keep the care packages outfitted with care: and make the child understand the reason for the nutrition before they hit the books.

Amazing that these concerns are not standard procedure at school open houses, and that stress is never mentioned in the classroom as kids prepare for their big tests. (now that is smart education!!?). Optimal nutritional health equals optimal school performance! So, that brings us back to the parents.

It is natural for the parents to want to give their child everything that they can: primal. How can we get them to put nutrition and health at the top of the shopping list?

Since money doesn't grow on trees, maybe the parental units should re-direct the money that they allocate for their children's happiness to go less directly to the child's hands and more to the child's health. Today's numbers (yearly): kids today, aged 12-14, are spending \$2,767, while 15-17-year olds are making purchase decisions at a \$4,923 clip. WOW (this is one perk of growing up today that I would probably enjoy, although I would never want to be a child today in this dangerous and out-of-

balance world!) WOW, that is a lot of money! Couldn't some of that go to investments in health? Nobody is gonna consider this unless you help them to understand.

"Where is that money going," would be a question that my economical Mom would ask (she should be in charge of the government because she has always been perfect in handling her family money resources)!!! The research facts are interesting: teens are spending most of their money on food. So, in this Brave New World, kids are not happy with the food and meals at home. They are listening to their brains, which are great tempters, as the biggest food choices these days are fried chicken and coffee. Teens are eating their junk food out, and they are choosing grease and caffeine (more than the old days of cigarettes; though they are also finding budget allocations for the underground economy, where pot lives!) Music: kids consider it free now. Technology: birthday presents. The money is going to food and clothes, and the winner is food! The marketer would say, let them seek some of "my food", then: let's think with a clear head beyond kombucha. Make the daily raw blender drink the norm, and probiotics the most intriguing story on earth! The numbers for teen spending read this way: food (24%), clothing (19%), cars (9%), accessories and cosmetics (9%), shoes (8%), video games (8%), electronics (7%); followed by music, movie, and events. Facts on the table: what do we do next?

Kids are fickle, but they know what they like. Some kids hibernate in their messy rooms, a sanctuary. Others obsess in the game room or on the ball field. Their attention goes to what attracts them. Let's just imagine that a teen time-travels to your store aisles right now: what would they see?? There is no room at the inn. Their tribe is not recognized. There is nothing to see here: go home.

Are you ingenious enough to relate to what they may like? Can you create that alluring temple that makes their brain want to "go there" and do you make your store an enticing enough place for the growing buck and doe to want to linger? The youth of today are more complicated than beads and ear-rings and incense (though these are

attractive to many). That said, you first have to look at the real estate allocations in your store. Kids and Teens sets should be grown from 1-2 shelves to 6-8 shelves, as a Formative Years category. Make the signage clear: Teens here. Different ideas will succeed in different areas, but some things will be constant: sports, stress, energy, clear and calmed minds.

Have some fun, and remember the irony and sarcasm that infiltrates teen life
continued on page 6

NEW FROM AROMA LAND WELLNESS

Aroma Land Wellness is now in the honey business + so BMC is now in the honey business

We could not possibly be happier

Introducing Solbee Wellness CBD honeys + herb-infused honeys

• HONEY + CBD hemp-infused honey 3 flavors:

- ~ All Natural Hemp honey
- ~ Citrus Blossom Hemp honey
- ~ Lavender Hemp honey

Wholesale/retail: \$20.00 retail: \$40.00
6 jars per flavor to the case: sold by case only

Size 6.1 oz. 500 mg CBD (21 mg. per teaspoon) in glass standard honey jars
~~~~~

### ^ HONEY herb-infused-honey

The famous original Solbee honey should be on your shelves

Full case only: 12 each per flavor carry all 6 flavors. 12 oz. each wholesale \$6.00 - retail \$9.95

SolBee's hand crafted infused honey is part of America's epicurean foodie movement.

### 6 flavors (12 per case)

- ~ High Desert Wildflower honey
- ~ Cinnamon infused honey
- ~ Lavender infused honey
- ~ Vanilla Bean infused honey
- ~ Red Chile infused honey
- ~ Jalapeno infused honey

### + larger size:

### High Desert Wildflower honey

24 oz. larger size

<http://solbee.com>

<https://www.facebook.com/SolbeeHoney/>

- ~ Rocky Mountain honey, USA (no China: no Mexico)

~ Founder Brian Long has been in the honey business since 14 years old & he is now settled in Santa Fe, New Mexico.

### Partnering with Aroma Land! Introducing Solbee Wellness

- ~ the proprietary techniques for infusing honey accentuate the experience!!
- ~ Squeezable plastic (PET) bottle

ALL ship Fed Ex Ground

**"Intro Deal" on the first honey orders received through 01.01.18 10% OFF per initial order**  
THINK Holiday endcap!!

*Mind body earth • Honey with integrity*

## NEWTON HOMEOPATHICS

**LAUNCHING October 12th: Newton Homeopathic Creams**

- Arnica Lotion
- Bee~Bug Bite Cream
- Hemorrhoid Lotion
- Trauma Lotion

~ Sanitary airless pump dispenser ~ for external use only ~ for ages 2+  
Price: Wholesale \$9.50 MSRP \$19.00 All 1.1 oz.

**N226 Arnica Lotion:** formulated for symptoms associated with trauma, surgery, strains & sprains such as bruising, swelling, pain & stiffness.

**N224 Bee~Bug Bite Cream:** formulated for symptoms associated with bites & stings such as pain, burning, itching & swelling.

**N223 Hemorrhoid Lotion:** formulated for symptoms associated with hemorrhoids such as itching, inflammation, engorgement & stinging, burning pain.

**N222 Trauma Lotion:** formulated for symptoms associated with injury, trauma or surgery such as pain, stiffness, swelling, bruising & inflammation.

**ASK ABOUT THE EXCITING 30th Anniversary Intro Discounts**  
Made in America ~ Family-Owned • 1987-2017 • 30 Years of Excellence



# NEWTON homeopathics

Nurturing Naturally Since 1987

## Reach for The Gold— Nurturing Naturally for 30 years

Celebrating Newton Homeopathy this Winter Season!  
Health Support for the whole family: from Kids to Pets!

### OCTOBER Promotions:

#### 20% OFF select OTC formulas

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

- **Dust~Mold~Dander** • **Panic Button!**
- **Sick Stopper** • **Kids Detoxifier**

#### Why Choose NEWTON?

- ~ Expertise & Experience ~ Quality & Safety
- ~ Environmental Awareness ~ Variety & Selection
- ~ Economical & Efficient ~ Easy to Use

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

**Panic Button!** – for symptoms associated with extreme or sudden panic such as anxiety, tension, stress or fear.

**Sick Stopper** – for symptoms associated with colds + infections. Begin taking at the onset of symptoms.

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

#### TIME TO ENCOURAGE Jump~Start Your Health!

Multiple symptoms, but not sure where to start?  
Clear the path for your body to heal naturally through detoxification, digestive balance + joint support.

1987-2017 30 Years of Excellence

# AloeLife.

INTERNATIONAL  
Health Education • Health Products • Aloe Vera

### OCTOBER Specials

#### Start to Highlight Aloe for Digestion and Immune Support

#### Mix & Match Selected items 12 min for 15% OFF 24 max for 20% OFF

- Aloe Gold Whole Leaf Juice concentrate 16 oz.
- Aloe Gold Whole Leaf Juice concentrate 32 oz.
  - Aloe Gold 30 tabs
  - Aloe Gold 90 tabs
  - Fiber Mate 160 tabs

**Aloe Life Aloe Gold Whole Leaf Juice concentrate:** like no other, this Therapeutic Aloe Vera Juice Concentrate provides the best value, and offers the greatest benefit as a true unfiltered aloe vera juice, minimally processed, with a sour, salty, bitter taste as a true aloe juice should be. Made from certified organic leaves, it is stronger than a 3:1 concentrate containing yellow sap (remove 3 quarts of water from 4 quarts of aloe plus filtering to equal one quart of Aloe concentrate) with solids averaging 14,500 mg per bottle, 3rd party tested for accuracy: Activ Aloe Certified

**Aloe Gold Tablets** are the highest quality Whole Leaf Aloe Vera ever available in a tableted form! Processed through a unique, low temperature dehydration method to keep the delicate polysaccharide chains intact. Whole Leaf also means all 200 nutrients are available in each preservative-free tablet. Great for traveling, and an idea choice for Winter-season Immune support

**Fiber Mate Tablets** are the best Natural Stool Softener in the natural channel. A blend of vegetables, herbs, and probiotics (DDS-1 strain) providing whole food chlorophyll and healthy food fiber for healthy intestinal tract regularity.

**Aloe Life #1 Herbal Superfood**  
aloe vera: the 1st Step in Digestive Support

# HERB PHARM®

## 4th Quarter Promotion to Grow Your Business Herb Pharm® is Here: It is Immune Season Get Serious About Immune Season PROMO

Great Deals + possible deep-discounts on many items through Dec. 31st  
it is easy to get **25% OFF** items & even easier to get **20% OFF** now!

#### HOW TO BUY AND SAVE (see sales promo parameters below)

PROMO PARAMETERS for two promo brackets ~ featured + bonus products

#### MIX & MATCH any 12-24 'Featured Products' for a 20% DISCOUNT MIX & MATCH any 25 + 'Featured Products' for a 25% DISCOUNT

**BONUS:** 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. Applies to 1, 2 + 4 oz. sizes. All month!

#### GROW BUSINESS with these items:

#### FEATURED PRODUCTS: Get Serious About Immune Season PROMO

- Daily Immune Builder™ liquid extract 1 oz., 2 oz., 4 oz.
- Rapid Immune Boost™ liquid extract 1 oz., 2 oz., 4 oz.
- Herbs on the Go: Immune Season™ liquid extract 1 oz.

#### NEW ITEM: Part of a new line of herbal extracts coming out this Fall portable, convenience + formulation with taste in mind!

~ Herbs of the Go! Will satisfy people looking for an herbal spray option!

#### Herbs on the Go: Immune Season™ liquid extract 1 oz.

All ingredients are Certified Organic or sustainably wildcrafted:  
Black Elderberry, Astragalus, Echinacea, Eleuthro and Ginger.

Enjoy this fun, intuitive Spray option featuring Black Elderberry + Ginger.

#### BONUS PRODUCTS: Get Serious About Immune Season PROMO

WOW, look at ALL the sale items + a deal through December 31st!! 1oz. + 4 oz.

- Black Elderberry 1 oz. + 4 oz.
- Black Elderberry Glycerite 1 oz. + 4 oz.
- Herbal Respiratory Relief™ 1 oz. + 4 oz.
- Lung Expectorant™ 1 oz. + 4 oz.

#### USDA-certified Organic Formulas with Organic Glycerin for Kids of all ages

- Kids Black Elderberry 1 oz. + 4 oz. alcohol-free
- Kids Cough Crusader™ 1 oz. + 4 oz. alcohol-free
- Kids Immune Avenger™ 1 oz. + 4 oz. alcohol-free

Best choice formula for cough!

- Kids Immune Fortifier™ 1 oz. + 4 oz. alcohol-free
- Kids Throat TLC™ 1 oz.

- Soothing Throat Spray 1 oz.
- Super Echinacea® 1 oz. + 2 oz. + 4 oz.

- Super Echinacea® veggie cap 60 ct.
- Viratack™ 1 oz. + 2 oz. + 4 oz.

#### That's correct!! THIS DEAL IS THROUGH DEC. 31

Help Your Customers get the drop on Immune Season

Not represented by BMC in NJ with Herb Pharm's liquid herb extracts

# NORDIC NATURALS



## KIDS ARE IN SCHOOL. LET'S KEEP THEM HEALTHY! How to have the best Q3 Children Nutrition Promo EVER in your store?

Use the Promotions to buy big, discount and gain new business  
Case stack the largest selection of healthy options for Kids + bring in the whole school

### ALL 26, 31 HEALTHY CHILDREN'S PRODUCTS:

One (1) order per ship-to location per month.

#### Min 5 cases, Max 15 cases, full cases = 25% OFF

- Baby's DHA 2 oz.
- Baby's DHA Vegetarian 1 oz.
- Baby's Vitamin D3 Drops .37 oz.
- Children's DHA™ 90 ct. + 180 ct. + 360 ct.
- Children's DHA™ 4 oz. + 8 oz. + 16 oz.
- Complete Omega™ Junior 90 ct. + 180 ct.
- Complete Omega™ Junior 90 ct.
- Complete Omega-D3 Junior™ 90 ct.
- Ultimate Omega™ Junior 90 ct.
- Omega Boost™ Junior – Paradise Punch 6 oz.
- Omega-3 Fishies™ 36 ct.
- Omega-3 Gummies™ tangerine 60 ct. + 120 ct.
- Nordic Omega-3 Gummy Fish™ 30 ct.
- Omega-3 Gummy Worms™ strawberry 30 ct.
- Nordic Probiotic Gummies- Kids 60 ct.
- Probiotic Gummies KIDS yummy berry punch 60 ct.
- Nordic Berries® Multiple citrus 120 ct. + 200 ct.
- Nordic Berries® Multiple cherry berry 120 ct.
- Nordic Vitamin C Gummies tangerine 60 ct. + 120 ct.
- Nordic Vitamin D3 Gummies Kids wild watermelon splash 60 ct.

#### NEW items for Local Community Children's Health

- Children's DHA™ Xtra 2 oz. High potency omega 3 concentrate Ages 1-3
- Children's DHA™ Xtra 90 count minis High potency omega 3 concentrate Ages 3-6
- Ultimate Omega® 2X Teen minis Ultra concentrated omega 3 Ages 12-18
- Omega Focus Jr. Concentrated fish oil plus synergistic nutrient Ages 6-18
- Nordic Flora Kids Probiotic Pixies Tasty, melt on your tongue probiotic powder Ages 3+

#### Other Kids, Bigger Kids

- Arctic Cod Liver Oil strawberry 8 oz. + 16 oz.
- Omega Vision™ 60 ct.
- Omega Memory with Curcumin 60 ct.
- DHA strawberry 90 + 180 ct softgels
- DHA Xtra™ strawberry 60 ct softgels
- Omega-3 Phospholipids™ 60 ct.
- Algae Omega 100% vegetarian 60 + 120 softgels
- Nordic GLA™ 4 oz. - non-GMO New Zealand-grown borage seed oil

Talk about a complete + veritable Children's Health Center!

Not represented by BMC in NJ, NC, SC, VA, WV & Philadelphia area



# JUVO™

October-November  
2-month Promotion

## JUVO Vanilla Chai

Organic Raw Meal. 21.2 oz. 15-servings

An unbelievably PHENOMENAL  
taste with a clean aftertaste

Buy ins:

Buy 6 each = 10%

Buy 12 each = 15%

Buy 18 each = 20%

FORMULATED TO PERFECTION

JUVO contains a synergy of 55 carefully-researched healthful ingredients to optimize your overall nutrition: a full color spectrum of whole grains, vegetables, fruits, sea vegetables, mushrooms, fibers, protein, probiotics & enzymes. From peel to root to stem to leaf, our ingredients are naturally packed with nutrients. Dr. Hwang and his R&D team formulated a perfect synergy of ingredients that not only fortify your nutritional well-being, but also tastes great! JUVO is also hypo-allergenic, and vegetarian friendly so whether you're young or old, fit or unfit,

JUVO caters to all!

\$23.99 / MAP MSRP \$39.99

Sale costs from \$21.60 to \$19.21

Gluten-FREE, Soy-FREE; Dairy-FREE, Yeast-FREE,  
nut-FREE. No Preservatives. No Artificial Flavors.  
No Sweeteners (or stevia)

A healthy meal Certified Organic replacement.  
Achieve 55 healthy ingredients easily every day

# oxylent®

DRINK OXYLENT BREATHE LIFE™

Must have for the Winter Season  
Front + Center for all customers to learn about  
October Immune Oxylent® Promo^

## Immune Oxylent®

Immune-Boosting Effervescent Supplement Drink  
Boost, Maintain & Support your Immune System

- Vitamins C (calcium ascorbate + acerola fruit juice powder) Vitamin D, Zinc Albion® Minerals + Raw Coconut Powder!
- 30-single serving stick packet boxes; MSRP \$25.95
- Three (3) delicious flavors  
~ Blackberry-Lemon Boost  
~ Raspberry-Lemon Boost  
~ Tangerine Lemon Boost
- New accounts or new sku placement by existing accounts will receive **25%** on orders of 3 or more of each flavor
- Immune Oxylent® reorders will receive **20%** on orders of \$200 or more.  
\* Free Shipping is at \$200.

NEW ITEMS Expected October 21  
Oxylent® Capsules Intro Offer:  
Buy 2, Get 1 Free

4 exciting Formulas

- ~ Oxylent Memory Formula + Cognizin
- ~ Oxylent Restorative Formula + Antioxidants
- ~ Oxylent Women's Multivitamin & Minerals + Superfoods
- ~ Oxylent Men's Multivitamins & Mineral + Superfoods

^ Discounts are not given automatically.

DRINKOXYLENTBREATHELIFE™

 Dr. Ohhira's Probiotics

## Dr. Ohhira's feeds the entire microbiome

Dr. Ohhira's Probiotics®

Complete probiotic system with  
LIVE cultures in a nourishing  
prebiotic culture medium  
fermented with live cultures  
comprised exclusively from  
pure spring water, fruits, wild  
vegetables, mushrooms and  
seaweed.

7x-Winner  
Better Nutrition  
Best of Supplements  
Award Winner

^AVA-verified

Nature's whole food supplement

Do you know how to  
differentiate this uniquely-healing  
probiotic?

Dr. Ohhira's Probiotics®

# Wellinhand

October Promotions 15% OFF

Direct orders^ through October 25th  
Practical natural products for real  
situations

FUNGI-FREE NAIL RESCUE™ KIT  
(steps 1-4) 4 pc Kit

- ~ FungiFree Step 1 Prepare - Soap 6 oz.
- ~ FungiFree Step 2 Penetrate - Spray 2 oz.
- ~ FungiFree Step 3 Protect - Oil 2 oz.
- ~ FungiFree Step 4 Prevent - Powder 4.5 oz.
- ~ FungiFree Under Your Nail Polish  
Daily Formula 2 oz.

NON-TOXIC. For fungal nails, Wellinhand®  
made a product for the most requested  
remedy: to restore nails back to normal  
Naturally! Products handle the most yellow,  
thickest, ugliest finger and toe nails. Products  
work best in concert.

Pure ingredients applied topically!

STEP 1: SOAP STEP 2: SPRAY

STEP 3: OIL STEP 4: POWDER

Protocol works + makes sense!

~ Certified Vegan

- ~ no nasty drugs that require liver toxicity testing
- ~ Pure ingredients Applied Topically

AND FOR OTHER MATTERS:

- ~ Bath: Sea Bath Scabies Mites 20 oz.
- ~ Soap: Scabies Mites "and other" Mites Soap  
6 oz.
- ~ Oil: Scabies "and other" Mites Oil 2 oz.

[www.wellinhand.com/products/](http://www.wellinhand.com/products/)

[fungifree-nail-rescue](http://www.wellinhand.com/products/fungifree-nail-rescue)

[www.wellinhand.com/products/scabies-mites](http://www.wellinhand.com/products/scabies-mites)

# BASS®

Brushes

New Brush, already a best-seller  
+ very profitable:

The World's Finest Brush for Facial Hair  
**Bass® Beard Brush**  
OCTOBER INTRO DEAL  
**25% OFF - BUY NOW**

Description: Bass Beard Brush 100% Natural  
Bristle Firm Pure Bamboo Handle item #BD1  
wholesale \$10.00. MSRP \$19.95

Men love their beards

- ~ 100% natural bristles for perfect conditioning
- ~ anatomically contoured
- ~ premium bamboo handle

INVEST + grow your natural brush set  
this 1st step will prove to you that  
the business is there

The Bass® Premier and Elite

World Class Hair Brushes

- NEW The Bass Beard Brush:

<https://www.bassbeardbrush.com/>  
THE TIME IS NOW

New address & phone/fax number

The Hair Doc Bass Brushes Inc.

6975 Speedway Blvd, Building D-103

Las Vegas, NV 89115

Phone - 702-331-4440 Fax - 702-331-2484

[orders@bassbrushes.com](mailto:orders@bassbrushes.com)

[www.bassbrushesonline.com/women](http://www.bassbrushesonline.com/women)

[www.bassbrushesonline.com/men](http://www.bassbrushesonline.com/men)

[www.bassbrushesonline.com/pet](http://www.bassbrushesonline.com/pet)

[www.bassgreenbrush.com/you-are-going-to-love-this-brush](http://www.bassgreenbrush.com/you-are-going-to-love-this-brush)

# ECO LIPS®

The best lip balm for the world

FAIR TRADE MONTH  
JOIN with Eco Lips  
October Promotion  
**15% OFF**

- Mongo Kiss™ • One World™  
• Lip Scrubs

~ 15 pc, convertible displays

ONE WORLD™ Renew (#0348)

Turn back the clock with Moroccan Argan Oil

ONE WORLD™ Relax (#0349)

Lavender lemon, vanilla

ONE WORLD™ Restore (#0350)

Tamanu Oil, Coconut Oil with Cocoa Butter  
for repair

~ 15 ct. convertible display

infused with Mongongo Oil, a nutrient-rich oil  
from Zambia, Africa

Mongo Kiss™ 7 choices

~ Peppermint ~ Pomegranate

~ Unflavored ~ Vanilla Honey ~ Banana

~ Blood Orange ~ Yumberry

Convertible display, 6 ct.

~ Lip Scrub, Vanilla Bean

~ Lip Scrub, Brown Sugar ~ Lip Scrub, Mint

Eco Lips Lip Scrubs feature Organic, Fair  
Trade Certified™ sugar that gently exfoliates  
+ polishes. Organic coconut oil, olive oil &  
jojoba oil condition + protect, leaving lips soft,  
smooth and moisturized.

The Best Lip Balm for the World



# bodyceuticals

## THINK HOLIDAYS! October Deals

**\$20 OFF orders \$200 & up!**  
Plus, **FREE** buyers gift of a 2 oz.  
travel size BodyLove Coconut

**\$30 OFF orders \$300 & up!**  
Plus, **FREE** buyers gift of two, 2 oz.  
travel size BodyLove Cherry and  
Almond

**\$40 OFF orders \$400 & up!**  
Plus, **FREE** buyers gift of  
two 3.5 oz. BodyLove Chocolate  
and Coconut

**\$50 OFF orders \$500 & up!**  
Plus, **FREE** buyers gift of a BodyLove  
Travel Set

(includes 2 oz. of all four flavors in  
travel friendly bag! Almond, Cherry,  
Chocolate & Coconut)

Must use code: **Autumn2017** to receive  
discount + buyer gift.

World's finest hand crafted healing oils  
and freshest ingredients for your skin  
care. Nourish and protect your skin with  
Calendula based skin care products.

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



**Sure CBD companies are arising a dime  
a dozen but one is truly gaining traction  
BMC is your best CBD company!!**

Enter the CBD market with a company trusted  
through 31 years of business in the natural  
channel to health food stores.

**Aromaland now presents  
Aroma Land Wellness**

**Offer the best, called C-Verified Hemp!**

A website to base your CBD business on:  
<http://cvhemp.com>

**Introducing C-Verified Hemp™  
the VeryBEST CBD  
by Aroma Land Wellness**

- Always THC Free ["no-T"]
  - Batch-verified levels of non-GMO CBD [C-Verified]
  - Legal hemp, grown in America (Colorado)
  - Environmentally friendly extraction process
  - State-of-the-Art Laboratory • Company Ethics of Fairness
  - Quality Assurance via 3rd Party Analysis
  - Full Traceability through every step of the process
- C Verified Full Spectrum Hemp Extracts**  
1 oz. dropper bottles 125 mg, 250 mg, 600 mg, 1000 mg  
3 flavors: Unflavored, Orange, Peppermint
- C Verified Hemp Extract Balm jar,  
2 dosage sizes, 6 options**  
50 mg CBD per glass jar, 100 mg CBD per glass jar  
• Balm-Cool • Balm-Warm • Balm-Soothing
- C Verified Daily Caps 30 softgel capsules**  
• CV Hemp 10 mg • CV Hemp 25 mg  
C-verified is full spectrum CBD: No-T.
- Shipping soon: pre-order:**  
**C Verified Hemp Extract Cream tubes:**  
3 sizes ~ 0.25 oz. ~ 2 oz. ~ 4 oz.

# AROMA LAND

**Two (2) Month 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.

~ 50% margin bodycare line

~ including Pure Therapeutic Grade Essential Oil Blend: scented  
& 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**

**Aroma Land Essential Oil Promotion:  
10% OFF in units of 3 ea.**

**~ Rosemary & Mint Essential Oil**  
10 ml (1/3 oz.) beautiful new labels! Enjoy this inspiring  
freshness for the hair and skin. Use as a diffuser blend for its  
energizing effect and support for concentration. Great as a room  
spray and as a natural freshening addition to mopping water.

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

**BEAUTIFUL NEW LABELS from Aroma Land**

Therapeutic Grade Essential Oils

**New Lower pricing!**

Order direct from the source + save.

Carry the essential oils that are a scent above!

Show you know essential oils: recommend Aroma Land

# immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

**October Promotions\***

**Immune Season Essentials  
Wellmune WGP®**

- 125 mg. 60 ct. • 500 mg. 60 ct.
- 250 mg. 30 ct. • 250 mg. 60 ct. –best seller!

**Buy 6 ea. = 10%**

**Buy 12 ea. = 15%**

**Buy 18 ea. = 20%**

Wellmune® is a natural food ingredient that is  
clinically-proven to safely enhance the immune system  
to help keep your body healthy. Patented, GRAS under  
US FDA Regulations. Kosher, Halal,  
non-allergenic + GMO-free

**OCTOBER: STOCK up for the Kids!  
10% OFF\* 12 bottles+.**

**Kids Wellmune® is back in stock!**

..... a product perfect for all little ones....

Same formula as before that is now an Orange Flavor.

**"My Family took our Immune Health today!"**

^must mention BMC Discount when placing order

**Don't miss this offer! ends October 31st  
Rev•Up Wellness featuring Abigenol®**

European Silver Fir Bark extract

**Rev•Up Wellness DEFENSE with Wellmune®**

Rev•Up Wellness ENDURANCE

**Rev•Up Wellness VELOCITY with Wellmune®**

**BUY 2, Get 2 FREE of any RevUp SKU:**

order more than once!!

**We want this product on your shelves for the Winter  
Health Season.**

# MushroomScience®

**Cordyceps is back**

**Get this bestseller back on your shelves!**

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

**12 ea. = 20%**

The best-margin mushroom line  
GREAT SAVINGS: 90 veg caps. Best value!

**Cordyceps-Cs-4**

**GET ENERGIZED + STAY ENERGIZED**

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.\*

~ not combined with other specials. ~ must mention  
'BMC October Promotion' when placing order

\* 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!**



**EXPAND your Business  
EXPAND your Selection**

**Make a dedicated Surya Brasil  
section in your store**

**Detoxify Your Beauty™**

- Exotic Animals Nail Care
- NEW Surya Henna for Eyebrows HOT!

• **Tinted Lip Balms:** 6 moisturizing colors, vegan,  
Kosher + organic

• **Vegan Lip Balms:** 5 delicious flavors, vegan  
+ organic: Acai Berry, Cinnamon Cupuacu,  
Strawberry Buriiti, Chocolate + Chocolate Mint.

**And, of course, everyone needs to carry:**

~ **Color Fixation Hair Care**

~ **Henna Cream:** 15 options

~ **Henna Powder:** 9 options

**People color their hair NOW for the  
Thanksgiving + The Holidays**

front + center with Surya Hennas NOW  
for new customers

**About Surya Brasil:** Created with ingredients  
from the Amazon Rainforest and natural botanicals  
from around the world, Surya Brasil is passionately  
committed to creating the best natural, organic and  
vegan lifestyle products that promote health, wellness  
and sustainability. Sold internationally in 40 countries,  
everything the brand makes is made with the utmost  
respect to the interconnectedness of all life and  
environmental preservation!.



regardless of how intent the education (let your sophomoric humor fly!). Remember that the health food store is supposed to be a comfortable place to educate and feel at home.

I suggest an unassuming sign saying: "Teen Survival Kit" that offers the **Dr. Ohhira** 10 ct. **Probiotics**<sup>®</sup>, and the new **Nordic Naturals**<sup>®</sup> Ultra concentrated omega 3, the clearly-named **Ultimate Omega**<sup>®</sup> 2X **Teen minis** (for ages 12-18) and the clear **Omega Focus Jr.**, and the **Herb Pharm**<sup>®</sup> **Stress Manager**<sup>™</sup> and **Anxiety Soother**<sup>™</sup> and the **Oxylent**<sup>®</sup> **Variety pack** (open-box for single purchase) next to a box of the **Sports Oxylent**<sup>®</sup>. Make the shelf eye-level to say, we want you to be involved in health, young shopper: here is some stuff for you. The sign could read: Ohhira's (digestion), Oxylent<sup>®</sup> (energizing Multi), Nordic (brain), Herb Pharm<sup>®</sup> (maintaining cool). And then, at the bottom, add—Get exercise and rest! Create an intro-purchase discount when one buys the whole kit! They will be thrilled and/or intrigued with the advice. They will remember what they saw and will come back later.

Make the shelf pleasant and appealing. Add **Eco Lips**<sup>®</sup> **One World Balms**<sup>™</sup> and **Aroma Land** candles. Utilize the nice profits on the two-month Bodycare Promos from Aroma Land and rotate between their shampoos and conditioners ("affordable, clean & simple with delightful scents," you entice) and have a nice display of the **Hair Doc** "world's strongest" Hair Clamps. Lips, air, hair: we are speaking a language they can relate to now!

And, offer clean sports nutrition in a way that parents will feel comfortable knowing what they provide for their kids—or what their teens buy at your store—is something that they can trust, as they probably always worry now about the products their kids want to buy on Amazon. Make your store the place for teen high school sports nutrition: the message and outreach can be easily crafted, and the best products are available from your store! Teens want to spend money: and they may just like the atmosphere and health messages that you offer at your place.

Two final things: I would like to compare the situation of a teen or young adult shopping in your store to how you would handle a young deer or a bluejay wandering in your backyard garden. Let them wander: don't bother them. Know they are seeing things on their own terms.

Second, build it, and don't get antsy like a child if they do not come right away. You are performing your role, and be satisfied that you have built a garden that will attract!

Make the shelves attractive and deal with the body systems so the parents can learn as they shop: Digestive System, The Brain, Sleep, and Energy. Your paint brush should begin with **Herb Pharm**<sup>®</sup> Herbs for Kids; effective Homeopathics with **Newton** for Kids; and now you have 36 products from **Nordic Naturals**<sup>®</sup> that you can offer in this

## **AROMA LAND SOY CANDLE\* SALE**

**All four (4) styles of the Terracotta ROSEMARY & MINT candles 10% OFF October-November sale 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)**

The Aroma Land Rosemary & Mint soy candle is made with a hand crafted terracotta red clay ceramic container reminiscent of pottery from antiquity. The terracotta ceramic container fashioned in rich, earthy red clay brings a sense of warmth and tradition. Rosemary & Mint brings inspiring freshness with its blend of Rosemary, Peppermint and Spearmint along with a wonderful blend of Cedarwood, Juniper, Sage, and Bay.

- Terracotta candle container hand crafted in our ceramic workshop in Santa Fe, NM
  - Hand poured using natural soy wax grown by American famers in U.S.A.
  - Soy candles are eco-friendly using renewable, vegetable source and not a petroleum by-product
- Natural. lead-free, cotton wick burns clean
- Rich red terracotta clay offers traditional sense of style
- Burn for approximately 50 hours, leaving a beautiful handmade container as a keepsake.
  - One of four collectible unique designs from our ceramic studio with styles for any décor

**Plan ahead, as it is Holiday Season: November-December sale will be the Ylang Ylang Ginger Terra Cotta candles**

expanded section from baby infant through the later teen years, when school pressure and learning means that the brain should get its optimal support. After you finish this article, admit that you can create one entire section—top to bottom—four feet wide, 6-7 shelves that would make a statement in your community. Teens are welcome here: families are welcome here. Train yourself on how to present, and *Voila!*—more money from other places. More importantly: a whole body library of products for your community's children's health. You will be proud and successful in this mission!

Now. Let's speak to the parents. Nutrition is not an add-on: it is essential. We all already know the importance of Omega-3 Nutrition for the formative years, but we have not fully embraced the challenge of getting teens to get ample EPA/DHA in their diet during their second big growth spurt after birth: how can we ignore this responsibility?? We need the parents to understand this now too. What better message to the parents to promote Omega-3s for Teens then to speak it loud and big at least once a year, if not with a permanent Teen display?

Nordic Naturals<sup>®</sup> launched two smart new products this year at Expo East: **Ultimate Omega**<sup>®</sup> 2X **Teen minis** (for ages 12-18), and the clear **Omega Focus Jr.** I am guessing that you all understand the importance of Omega's 3s, so I want for this moment to concentrate on the words. "2x Teen minis:" to the parent this designates that this is a higher potency, with a 80% concentrate in a 90% guarantee of a natural triglyceride form for higher absorption. Good. To the Teen, it says "2x", meaning stronger: and "mini", meaning smaller and easier to swallow. Now, to get that message out there! For the rest of the year, you have an opportunity to buy these products (according to the Quarter sales parameters—speak with your Nordic Rep) with a 25% OFF discount. So build the business by building a large display of this daily Omega-3s for Teens.

**Omega Focus Jr.** should appeal to everyone: parent, and teen and teacher and community. What is nice about the packaging on this new product is that it states on the label that it is for ages 6-18, so parents will have confidence in using for those 13 years. **Omega Focus Jr.** provides 900 mg omega-3 per serving (240 EPA + 520 DHA), plus phosphatidylcholine (herring roe), magnesium, L-carnosine, and zinc. Yes, it can be combined with the **Ultimate Omega**<sup>®</sup> 2X **Teen minis** [or the recently launched, new stronger **Children's DHA**<sup>™</sup> **Xtra** 2 oz. (Ages 1-3) or the **Children's DHA**<sup>™</sup> **Xtra** 90 count minis (Ages 3-6)]. They need to see these products, so grow this market that your store needs by promoting prominently and marketing heavily.

Remember, the next generation is interested in Algal Omega, as they are more prone to choose a vegetarian option: do not leave these products out of the picture! Build the foundation of a nutritional protocol with a complete selection of Omega-3s, so that parents know that this is the first choice of what their children's brains, and hormonal and immune support need: and let's not forget the heart and the eyes and the joints and basic cell function. Find a way to offer a Saturday talk on the importance of Omega-3s for optimal cell function that speaks to the needs of the growing child!

Stress. A 2013 survey by the American Psychological Association declared that teens are experiencing higher levels of stress than adults: are you surprised? We may remember the stressors of moving out of the house and into the work world; and we all know we have gobs of stress ourselves now, but the bombardment of stressors that today's teens feel labels them the most stressed generation. That means they are more likely to be dysfunctional now—making their experiences miserable—and later, where stress-related health problems will certainly manifest. Sure, we believe that we are the most affluent place in the world here in the USA, but our teens are screaming for health support that they can feel. Teen depression is more than a Smith's song lyric: it is estimated that 1 in 5 teens experiences some severe bout of depression during these formative years.

*continued on page 7*



Do sugar or caffeine or fried chicken help with stress and depression? Does anyone think that the regular supermarket fare is providing substantial nutrition for a child growing up today in a fast world; where the media bombards horrid facts that have to upset and scare kids, and where they are pushed to succeed in school, or else fall on the wrong side of the rich-poor divide? Rough times need the best nutrition possible. So where are kids getting that? Hmmm....

For the fidgety and somewhat spoiled child of every age who has gained the mistaken notion that they can reject what food is presented at home and put on the table, we need to fight the battle intelligently. Nutritional shakes can get the job done: if we teach parents how to do them. **JUVO** offers 55 raw and organic nutrients, by the scoop. A brilliant investment! Build a Wall of JUVO, and get the family involved. This can be made cool (and JUVO is designed for the health food store; not designed to go mass

market at your expense). Food: make an offer.

Maybe we should turn to the powerful nutrients available in our powerful plant foods!

What do you know about the herbal foods in your aisle that will help? You have many things available for support. My suggestions—investigate these herbs: Lemon Balm: safe for all kids; Elderberry: a great treat this immune season. I cannot imagine a growing child who would not be psyched to find out that Ginger was a preferred herb that can help when the stomach gets unsettled: because when that happens, the child wants to know that relief is close at hand. Digestive problems: introduce **Aloe Life® Superfruits**. Teens might even get the idea that **Stress Manager™** is great (and safe) for daily use, and **Anxiety Soother™** is there when the rough days mount!

As we know, stress and anxiety are natural, but our responses can be natural too, Adaptogens are defined as non-toxic substances that have a normalizing effect on the body and elicit a non-specific response to stress and a wide variety of stressors. As teen years move into young adult years, it is time to teach the tools of the adaptogens: to parents and children! If schools are not

prepared to teach families about the body systems, we need to be willing to discuss anxiolytics and nervines and nerve relaxants and nerve tonics. Parents may not know what is available to them, and kids may actually just take naturally to the fun new experience of the quick and easy use of liquid herbal extracts. Can the next generation relate to organic, wildcrafted non-GMO herbs as something to learn for every health consideration that they want to make better? Hmmm... **Herb Pharm's Kids** formulas are something every family should be made aware of: Nearly every formula will meet a need at some time from young child through the teen years. The formulas taste good if the connection is made between use and benefit. But they cannot buy what you do not stock. 12 organic formulas: Dr. Recommended. Time to make the space.

Homeopathy works so well on the young. An effective homeopathic formula is one of the most wholistic approaches to nurturing naturally. In their 30th year, **Newton Homeopathics** deserves the credit for having the best, most original and most complete line of homeopathic remedies for kids. Considering making a Teen Healthcare Center: Newton's next to Herb Pharm® is the

*continued on page 8*

## HERB PHARM

### ~ NEW ITEMS (shipping now)

**Both these items have proven instantly popular. Ancient herb traditions, now in liquid extract form:**

- **Boswellia liquid herb extract** 1 oz. sustainably-derived oleo-gum resin from trees grown in India cross-merchandise with Inflamm Response +/- or Flexible Joint™
- **Coleus Forskohlii liquid herb extract** 1 oz. (Plectranthus barbatus) Certified organic roots direct-sourced from India Cross-merchandise with Blood Pressure Support, Heart Health™, as well as Calm Breath™ and Pollen Defense™ {Michael notes: "what an amazing herb!"}

### ~ Saw Palmetto caps: still 'Buy one- Get one FREE'

How can you beat that offer: re-gain your Saw Palmetto business Ask your Herb Pharm® Rep for how to capitalize

### "Herb Pharm-Quality"

Reminder: the herbals with the biggest concern for genetic modification: Alfalfa + Cornsilk. Proudly note that your Herb Pharm® liquid extracts of Alfalfa and Cornsilk are certified organically-grown on the Pharm, in the GMO-free county of Josephine, Oregon [in the heart of the Siskiyou Mountains]

\* Alfalfa Extract is prepared from the leaf of *Medicago sativa* plants which have been certified organically-grown by Organic Certifiers.

To assure optimal extraction of Alfalfa's bioactive compounds, the herb is harvested before flowering, carefully shade-dried + then thoroughly extracted. Available in 1 oz. + 4 oz. glass bottles

\* Cornsilk is a single liquid extract and is also found in these formulas: Calm Bladder™ + Urinary System Support

**Made of plants and ethical choices™**

## NEW PRODUCTS FROM NORDIC NATURALS® CENTERED ON KIDS!

Childhood is a time when proper nutrition is critical to the optimal development of body, immunity and brain in children. As we are all aware, the diets of kids are at some of their poorest levels ever, so supplementation during this time is critical.

- **Children's DHA™ Xtra 2 oz.** High potency omega 3 concentrate Ages 1-3
- **Children's DHA™ Xtra 90 count minis** High potency omega 3 concentrate Ages 3-6
- **Ultimate Omega® 2X Teen minis** Ultra concentrated omega 3 Ages 12-18
- **Omega Focus Jr.** Concentrated fish oil plus synergistic nutrient Ages 6-18
- **Nordic Flora Kids Probiotic Pixies** Tasty, melt on your tongue probiotic powder Ages 3+

### Fish Oil for the Next Generation

• **Ultimate Omega® 2X Teen minis** for teens aged 12-18  
Triglyceride form for better absorption of essential omega-3s. Delicious natural strawberry flavor 586 mg EPA/456 mg DHA # 06110 60 softgels NON-GMO-verified

• **Nordic Flora Kids Probiotic Pixies 3 Billion Live Cultures**  
Tasty, melt on your tongue probiotic powder that melts in your mouth!  
\* Dairy Free \* Vegan \* Stable yummy natural strawberry/raspberry flavor  
Lactobacillus rhamnosus GG + Bifidobacterium lactis BL-04  
30 packets # 01678 Sugar-Free: erythritol, xylitol 0 sugars/0 carbs

• **Children's DHA™ Xtra 2 oz.**  
Triglyceride form for better absorption of essential omega-3s purified deep sea fish oil from anchovies and sardines natural berry punch flavor measured dropper for easy dosing 255 mg EPA/535 mg DHA # 02725 NON-GMO-verified

• **Children's DHA™ Xtra 90 count minis**  
Triglyceride form for better absorption of essential omega-3s purified deep sea fish oil from anchovies and sardines natural berry punch flavor in small chewable softgels 165 mg EPA/375 mg DHA # 02721 NON-GMO-verified

• **Omega Focus Junior 120 mini softgels Aged 6-18**  
Triglyceride form for better absorption of essential omega-3s purified deep sea fish oil from anchovies & sardines + herring roe extract easily-absorbed chelated minerals EPA/DHA, Phosphatidylcholine. Magnesium, Zinc and L-Carnosine 240 mg EPA/520 mg DHA # 027885 NON-GMO-verified

### NORDIC-quality

- ~ Wild caught. Pure. Friends of the Sea-certified
- ~ Certificates of Analysis available upon request
- ~ Nordic Naturals® products are never sold under any other brand!



## 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."*

### A Healthy Teen Spirit

*continued from page 7*

best apothecary on the planet, and these Kids products will take up one nicely-displayed shelf!

We need to help our young. The same health principles of use apply for all human nutrition, except the dosing will be moderated for the young. There are some items that are known to be good and safe, and others that maybe should not be recommended until adulthood. We already know most of these parameters, but unfortunately, we have been waiting for the parents to come to us and ask specific questions (and then maybe we could special order something). Create the section, and maybe gain the exploration of the curious teen. Maybe have the parents understand that they can find natural solutions in your store. This is the way that the natural products movement moves to the next generation!

Blue Moose Consulting is willing to work with you on building this set, and educating, and making it attractive. Want to get an entire school excited about a superior-quality vitamin-mineral Multi that can help with energy while providing essential nutrients? Start pouring **Oxylent**®, and suggest the parents introduce the ease of packet-pour nutrition for their kids, and let them try-and-like-and-feel. They tell two friends, and Oxylent® becomes the winner that it can be in your store. You have created demand! A profitable Teen section: more money from other places!!

So, start today. With the new **Ultimate Omega® Teen 2x mini** from Nordic Naturals® and their targeted **Omega Focus Jr.**, you now have two new products to launch a new category.

As teens grow into their lives, caring about their own health, they will naturally know when they can switch to the OTC Adult Homeopathic Formulas by Newton Homeopathics and the wide range of herbal formulas and liquid herb extract singles from Herb Pharm®: they will have found something that they can use and that everyone can trust. And that, my friend, is natural health! ❁



## 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:

#### 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  
702-331-4440  
fax: 702-331-2484  
Las Vegas, NV 89115

#### 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

#### Portals Pharma, Inc.

www.PortalsPharma.com  
Ph: 651-5050-IHB  
fax: 267-695-5181  
Basking Ridge, New Jersey

#### Eco Lips, Inc

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

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

www.nordicnaturals.com  
800-662-2544  
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.  
Carnation, WA 98014

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

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

**Note:** The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call your BMC Rep and put in your request now.