



BLUE MOOSE CONSULTING

NEWSLETTER

Volume 15, No. 2 • February 2018

Talking Business: Making Bodycare 20-25% of Sales

Every Year we look to the road ahead and wonder how we are going to increase business, bring in new customers and gain confidence in our business into the future. The world outside our doors is spinning anarchistically towards something that is not natural and will probably not suddenly become good. Inside our stores, we try to have some control over the galaxy of health tools and good food that we stock, recommend and use. Your store is an oasis of all things good!

Let's think about the health of the human skin. While we know that we need to keep the skin healthy and to help the skin respond to challenges with good nutrition internally, we also all know the power of prevention, repair and recovery that is available to those who use natural skin care products externally. After all, the world that the skin must interact with externally is just as dangerous and polluted as that big world outside your doors!

Let's do the math: you bring in how many customers each month from your community into your store? THAT is the number of people that you should be connecting with about skincare: the health of their skin. From baby diaper rash and infant eczema, to the myriad of painful, unsightly and often dangerous skin challenges with geriatric dermatology, and so many people in-between—we have a large community that could use help. That is why we open our doors. Skin health: are you maximizing your business?

I wonder how many well-conducted polls have been done that pose the health question: "Do you have nagging or serious skin care issues?" The numbers are probably staggering!! I certainly have more skin health issues as I age (and I had occasional mild acne as a growing boy): how can you personally answer the question? "My skin health record is...?". With an assumption that perfect skin health is a fantasy, the next question could be: how many people choose to just deal with it; to let the nuisance remain ever-present? Now, I am guessing that your bodycare section probably survives with a rather small percentage of your clientele who love exploring the natural bodycare set, and those who only buy the healthier and environmentally well-created skin care products that they know they will find in their trusty local health food store. So, as a percentage of your business, what is that number?

What is your number? I love to discuss this with store managers and owners. The standard is that bodycare accounts for about 8% of the store's total rings. The range is 6-10%, and when stores tell me that their bodycare is 12%+

of sales, my first reaction is incredulity (really?). Now, of course these numbers are all relative: does the store sell food, produce? Is it a nutraceutically-focused store with bodycare? or is it a store that is always striving to grow its bodycare? The most important question is that if your sales of bodycare have been flat for more than a year or two, then what are you doing about it?

Let's imagine! If you have a delightful tiny, tiny neighborhood store that you are devoted to, you are certainly capable of becoming the local, salon-quality boutique of superior skincare options. You don't have to invest a fortune, but you need to trust the keys of success: marketing, educating, conversing. So many small stores have had noticeable success with the basics of a high-quality essential oil display (think Aroma Land!). That type of focused attention can be replicated with many bodycare categories. Big store? You know the reality of needing to keep a sufficient inventory of many quality manufacturers, which can be a problem if you are not daily/weekly moving product. A beautiful showroom certainly does not guarantee profit. The common problems for the larger stores include constant education (especially on the most seamless and natural way to bring the bodycare option up as a matter of course in conversation), leading the customer to try products (while knowing the key sales points to mention in real-time as they consider), and making sure that you promote your best products in well-marketed sales all year long!

Bodycare should appeal to everybody. Some people might cringe from bitter foods and we all know that some people don't believe in or are too cheap to invest in their health with supplements; but a person with unwanted graying hair or itchy skin; or skin tags, foot fungus or persistent candida rashes will—not surprisingly—be very willing to listen, and to try products if they are alerted to the solutions in your stores!

So, how high can your imagination go: pick a number! Would you like to see a 1% growth in your bodycare in 2018? 2%? Are you willing to make some changes, and work a little harder for some growth? Are you willing to unleash your creativity—in one area of your bodycare set or in moving things around, or in trying new products and paying attention to what works. Success leading to more success. Are you ready?

This 2018, I am suggesting that you strive to think big! If your bodycare sales are only 6%, then let's consider ways to increase that number to 10%! If your sales are 10%, let's consider strategies to make your bodycare sales a delightful 15%! The facts of retail sales dictate that we always need to be evolving to find more

money from other places. (for some stores, that may mean carrying organic baby clothing, or situating a brush set near the shampoos); but I am suggesting a more deliberate shakeup, and an awareness and intention to grow the percentage of clientele who use your store as their principal place to find the essentials for their personal grooming and for the tools to achieve whole body health by keeping that functional and protective skin healthy for a lifetime! Wholistic health is surrounded by good skin!

Imagine the possibility: you have 100 customers a day or every four days—or you have 40 customers a day—that is one part of the equation. Those people can and do populate their medicine cabinet, and sink and shower, with bodycare products; and they can be your products—and those people just may create for you a new clientele that grows through curious shoppers wondering about why they should make the change to natural. Neighbors and friends see unusual or unknown healthy purchases in a customer's house, or comment on a healthy countenance, healthy hair or a seemingly ageless face, and their inquiry makes them question: maybe I should change my regime and go that natural route? Now that is a beautiful thing. Actually, with focus and energy, you can create the environment where new customers enter your store looking for that shampoo, or that amazing first aid lotion, or that oil or cream that is doing miracles on their friend's face, neck and hands. Wow. Yes, you can move people to supplements, homeopathics and herbals—and organic produce and superfoods—by means of the plausible and incredible channel of well-presented natural bodycare. That said, it is all about presentation, and your knowledge of your products! Choosing to be doubtful? Look at the successes of big box bodycare stores like Ulta, Sephora, M.A.C, and Nordstrom. I come from a family history of the women in my family and neighborhood shopping for their goodies in Sears, and later, Target and Macys. Think about that model—not the spacing, but rather the environment. The market is there. Time to make upgrades in your bodycare set!

The market has certainly changed. Walk through a CVS, Walgreens or Rite Aid, and see how much floor space they devote to a product selection marketed in very much the same way that you show your products in your store. Tall shelves, well-fronted, with the same categories that you present (the consumer can navigate your aisles, if you get them interested!!) I should not have to say any more: you should be able to see that opportunity, and you should be able to envision a way to compete, because the

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Making Bodycare 20-25% of Sales *continued from page 1*

products that you have are better, cleaner, (safer) and—in almost every case—able to perform better for the life of the skin! Natural is the answer!

I last bought bodycare products from a non-health food store in 1982. I am a man who buys his favorites, and who also tries new products regularly: no qualms about trying something new. (now there is rumor that the next-generation teen male quaintly refuses to shower: instead choosing to embalm himself with Axe® body spray – and that may explain a lot about strange behavior—but we can gain that customer too by ingeniously creating our own local “cool factors”!) Allowance, early paychecks, first habits: this customer is looking for what they will relate to, and what they will invest in. They are open to making new early-life habits.

The majority of today's young girls and young ladies are putting the most toxic things on their body: and this can really cause hormonal and endocrine toxicity. You need to stand up and make a public health announcement: run away from the cheap—and exorbitant branded stuff—with artificial everything and turn natural, finding products that perform. The messages of success will get around the talk circuit very quickly: want that business? The elderly shopper on a set or miniscule budget has learned enough in life to know the value of superior-quality products, and they will judiciously try a product that seems like it will work for their skin needs as their body ages. A well-stocked natural bodycare set can change the quality of life for many older shoppers: you can make people feel good about themselves (again) as they age. Learn the stories of the better Manufacturers in our industry, and promulgate those stories wisely to gain initial purchases! (A simple equation where eventually everyone involved will feel more confident and involved in skincare health!)

What do you need?: the ability to invest in new business, or the time to judiciously get rid of old product and to make room... and that crucial “business extra”, imagination!

Here are some perfect 10 beauty brands you should be supporting in your store in 2018. I speak for the entire BMC team when I say that we will work to assist you on as many levels as possible to make some of these products your next best sellers: and items that people will seek out and return for—yes, new business.

I start with my favorite. **Bodyceuticals**. If you took the time to listen and observe the mission that Angelique Saffle and her family have dedicated themselves to, then you too would be excited to see this line succeed. In 2018 and in this mature (and bloated) natural products industry today, how many companies can you say you unequivocally admire? To me, Bodyceuticals is that company! The category they have perfected is calendula oil-based skincare products. Bodyceuticals continues in a quarterly pattern to gain momentum and make their products better. The new packaging is exceptional.

Calendula is famous for First Aid, but it is so much more. Calendula is natural plant-based antioxidant skin nourishment. Bodyceuticals is organic calendula and other organic ingredients:

the best that you can get. First, you need to build the best First Aid Set around with Bodyceuticals Calendula oils, salves and balms. Highlight award-winning products: Bodyceuticals best-selling Organic Calendula Bioactive Salve won the *Delicious Living* 2017 Beauty & Body Award for Best Hand Care! As a health educator, you need to direct people to the cleanest and best-performing products. Calendula is one of the most versatile plant skin foods we humans have found. (Why choose calendula: www.calendulaskincare.com/whychoose.asp). This line should be foremost in your conversation for skin care.

How CLEAN can You GO? Bodyceuticals is Special: This is something to share proudly: Bodyceuticals is that rare company that is all of these things: USDA Certified Producer/Grower AND Processor/Manufacturer.

If you want a new customer, you have to enthusiastically recommend Bodyceutical's Calendula Facial Care products: cremes, facial cleansers and facial sprays. These products range from the most scientifically effective DMAE to the sophisticated benefits available from Neroli and Rose and the antioxidant elixirs of Vitamin C and other phytonutrient rich plant skin foods. Bodyceuticals wisely uses organic aloe as a perfect base instead of water. Their sourcing of olive oil is a story in itself. Truly family-owned and operated (harvest is a family effort), with family bees on the farm, growing within the seasons, and with a modern and useful social media presence. Bodyceuticals, the product, is my hero!

Their newest products launched in January (see the BMC box ad in this issue) are sure to interest the serious skincare shopper. Two new **Facial Beauty Drops**: a DAY formula with Pacific Northwest USA harvested Raspberries to Illuminate the face: and a complementary Night formula offering Pacific Northwest USA harvested Blackberries as a pleasing evening Restorative Facial. The most lovingly hand-harvested fruits as a most modern way to bring the salon into one's home and made available for daily antioxidant-rich skin nourishment. Big WOW! Love your skin!

The natural marketplace has changed dramatically in the past decade and is not going back: there is a population of the natural bodycare shopper that is looking for the cleanest products for the skin: products made from food! New Year, New Beauty.

And launching today, as I write, is another innovative product (and I am excited to try this one too!) that hits all the notes of what the modern active skincare buyer is looking for with their new **Charcoal + Bamboo Detoxifying Facial Cleanser**. Charcoal: HOT.

One well-directed way to elevate your presentation on natural skincare is to focus on the ingredients (that is actually what the consumer is looking for already), and the cleaner the label ingredient's panel, the more attractive the product will be to the shopper. BMC is branding the best skin nutrients all year, in the hope to get everyone appreciating those superstars for skin health: calendula, rosehip seed oil, and whole leaf aloe vera!!!

An equal company insofar as pure ingredients that the contemporary shopper is looking for is a relative new player in the natural health food store channel. You will be seeing a lot of **Trilogy® Natural Products** in 2018.

As Bodyceuticals was originally started by Angelique and her Mother, so Trilogy® Natural

BMC IS HERE TO HELP YOU GROW YOUR BODYCARE SALES IN 2018

**We are very proud
to represent these lines:**

Bodyceuticals Biodynamic Calendula
Harvesting and delivering the power of the sun to your store!

These exceptional products bring immeasurable energetic satisfaction

Trilogy® Natural Products
Organic Rosehip Seed Oils

The world's most-awarded beauty oils:
182 awards

One bottle of Trilogy sold every 22 seconds somewhere around the world
Trilogy: High-performance, certified natural skincare products

Aloe Life® International

Organic whole leaf aloe vera juice products serve your skin Aloe vera daily: real aloe, not colored water!

Aroma Land

The gamut: all with therapeutic-grade essential oils. Affordable, clean bodycare with great margins

Surya Brasil

Vegan options for haircare, hair color, lips and even eyebrows! with products sustainably sourced from the amazing Amazonia

Wellinhand® Action Remedies

Local women-owned company from Forest Virginia tackling the serious and frustrating skin care dilemmas
craft-made, super-clean “action remedies”

Eco Lips®

The coolest lip balms for the planet™
BMC sells almost as many Eco Lip® lip balms as there are lips!

Newton Homeopathics™

You have to carry the four newly-relaunched Homeopathic Creams

Essential Formulas®, Inc.

Probiotics skin care for allostasis of the skin's critical biome

Dr. Ohhira's Probiotic Kampuku Beauty Bar™ is our best soap for beauty, skin issues, and repair.

Herb Pharm®

Salves and skin oils (esp. Arnica & Trauma Oil) with Herb Pharm-quality herbs

BMC: Delicious Bodycare™

Products was started by two women as well! It all began in 2002 when two sisters from New Zealand, Sarah Gibbs and Catherine de Groot, learned of the magic that is the skin superfood Rosehip seed Oil. They started with five products then and today the line is the most awarded beauty oil company in the world, having accumulated 182 awards in just 15 years. 40 products that you have got to see! You should welcome this internationally-recognized line into your store. When BMC was approached last year with the opportunity to represent the line, we jumped with joy! The stories that I heard were that (mostly women) around the world would go into Whole Foods Markets® to buy these products which they adored and would seek out. Single line purchasers: rosehip oil fanatics! People would

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NEWTON homeopathics

Nurturing Naturally Since 1987

FEBRUARY Promos: 20% OFF select OTC formulas

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

~ Shelf tags announcing the sale included with your order

• Cold Sores • Fever~Infection • Libido • Kids Teething~Colic

~ carry the pellet options of the best-sellers too:

(average pellets in 1 oz. glass bottle = 625-675 pellets by weight)

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

Libido - formulated for associated symptoms such as decreased desire, dryness, anxiety, hypersexuality and other related symptoms*.

New name www.newtonlabs.net/Libido/productinfo/N068/ (N068)

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

Kids Teething ~ Colic - formulated for associated symptoms such as inconsolable crying, painful & swollen gums, sleeplessness + other related symptoms*. Available in 1 fl. oz. + pellets in 1 oz. glass bottle (F026)

Why Choose NEWTON? ~ Expertise & Experience ~ Quality & Safety
~ Environmental Awareness ~ Variety & Selection ~ Economical & Efficient

Homeopathy to the Rescue! Jump~Start Your Health! in 2018

Multiple symptoms, but not sure where to start? New Year's Resolutions need a focus?

Offer this unique 3-pc kit. Begin with NEWTON's Jump~Start Your Health! Clear the path for your body to heal naturally through detoxification, digestive balance + joint support. Three (3) unique formulas complement each other to assist the body to start health anew.

Buy Jump Start~kits in units of 6 each + always 20% OFF

• Bowel~Digestive Care • Rheumatic~Joint Care • Detoxifier

2018 to-do list: bring in Newton's Homeopathic Creams

NEW ITEM RELAUNCH

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

~ sanitary airless pump dispenser. All 1.1 oz. approximately 115 doses per container
~ for external use only: for ages 2+ ~ Price: Wholesale \$9.50 MSRP \$19.00

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

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

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

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

[^] cannot be combined with other discounts

[^] monthly promos will be advertised through the newsletter = website/social media pages

* 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.

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

February 2018 Starting Over Monthly Specials:

Mix & Match Sale items listed below

12 items min for 15% OFF

24 items max for 20% OFF

Every New Year's Protocol necessitates Aloe

- Super Fruit Aloe Vera Juice – 16 oz.
- Super Fruit Aloe Vera Juice – 32 oz.
- Personal Gel Lubricant – 4 oz.
- Aloe Life® Fiber Mate Tablets – 160s

~ **Super Fruit Aloe Vera Juice:** Aloe Life® Superfruit tastes delicious while delivering tremendous nutrition. Supports 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. With 82% Whole Leaf Aloe Vera Concentrate and an approximate ORAC-value of 2400 in every serving [two (2) oz. daily]. Superfruit Aloe Vera Juice Concentrate offers certified organic whole leaf unfiltered aloe vera concentrate, with no water added. ActivAloe® Certified from Certified Organic Leaves.

Discount must be requested when order is placed

* 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.

Aloe Life #1 Herbal Superfood • Whole Leaf Aloe Vera Juice Products
Aloe Vera is FOUNDATIONAL TO HEALTH

HERB PHARM®

WARNING Flu Season is Severe! Immune Season is in FULL-SWING

Two Steps to Wellness: Boost Your Immunity this Season with
Daily Immune Builder™ & Rapid Immune Boost™

www.herb-pharm.com/blog/boost-your-immunity-this-season-with-two-steps-to-wellness/
Immune Season is serious business. Encourage a full natural immune care cabinet: Suggest every home have Herb Pharm® Echinaceas, Elderberry + Olive Leaf extracts! Especially this year: Herbal Respiratory Relief™ + Lung Expectorant™

1ST QUARTER 2018:

What are people gonna be saying in 2018? Trust Your Gut!

Mind & Body Health begins with good digestion! Jump Start Your Digestive category Herb Pharm® Better Bitters™ are expertly formulated with an excellent per-dose value + 'Herb Pharm-Quality' herbs ~ Bitter flavors rev up the digestive process the moment they touch the tongue (<http://betterbitters.herb-pharm.com/>)

Quarterly Promo Great Deals + possible deep-discounts on many items through March 31. It is easy to get **25% OFF** items & even easier to get **20% OFF** now! (see sales parameters)

HOW TO BUY AND SAVE: PROMO PARAMETERS for two (2) promo brackets

~ **Featured Products + Bonus Products**

Featured Products + Bonus Products: Trust the Gut! PROMO

MIX & MATCH any 12-24 of the 'Featured Products' for 20% OFF

MIX & MATCH any 25 + of the 'Featured Products' for 25% OFF

BONUS: Meet the parameters from the Featured Products + 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. Promo applies to 1, 2 + 4 oz. sizes. All month!

FEATURED ITEMS — GROW BUSINESS with these items:

two sizes of these easily-absorbed liquid extract blends

Better Bitters™ Bittersweet 1 oz. + 2 oz. • Better Bitters™ Classic 1 oz. + 2 oz.

Better Bitters™ Orange 1 oz. + 2 oz. • Better Bitters™ Absinthium 1 oz. + 2 oz.

BONUS ITEMS: meet the discount levels by ordering the necessary number of Better Bitters™, you can order any number of Bonus Products that will also qualify for the same discount as the Better Bitters™ on your order. No minimums!

Gastro Calm™ 1 oz. + 4 oz. • Peppermint Spirits 1 oz. + 4 oz.

Intestinal Soother™ 1 oz. + 4 oz. • Kids Tummy TLC™ 1 oz. + 4 oz.

Neutralizing Cordial 1 oz. + 4 oz. • Liver Health 1 oz. + 2 oz. + 4 oz.

Herbal Detox™ 1 oz. + 4 oz.

Same discount structure applies to reorders

TRUST THE GUT* jump start your digestion * bitters: the key to Mind-Body Health

* engage your senses in your healthcare * 4 fantastic flavors in 1 + 2 oz. glass bottles

Not represented by BMC in NJ

* Certified: Organic, NON-GMO & Gluten-Free

NORDIC NATURALS

1st Nordic Naturals® National Promotion of 2018 Are you joining in the Momentum?
Create Momentum with the 2018 Winter Olympics
driving the conversation up until Valentine's Day during Heart Health Month

YOU COULD sell more Nordic Naturals® in February than ever before!!

YOU COULD get many new customers taking Omega-3s, by making the point NORDIC NATURALS® is America's #1 Selling Omega-3 Oil
Omega-3s are the most sought-after nutrients for Heart Health!

- Endcap key bestsellers for Heart Health
- Position floor displays in strategic places, so everyone HAS to ask "Am I getting enough Omega-3s in my diet daily?"
- Use the Promotions you signed up for: and buy big on your monthly sale endcap allotments
- ALERT the women in your community that Heart Health is equally a big issue for them.
 - NSF-Certified for Sport® logo is the best clean bill of purity for the serious athlete: Grow a Sports Nutrition section!
- THIS IS A NATIONAL PROMOTION so take advantage of the Momentum everyone will be talking Heart Health & Omega-3s in February gain that business in your store

Sweet Heart: Ultimate Omega® 2x + Ultimate 2x minis softgels

The Next Generation of Fish Oil: more powerful, naturally

Heart Beat: Ultimate Omega® + CoQ10 softgels

Brave Heart: Ultimate Omega® 2x softgels

Heart Throb: Ultimate Omega® softgels

Pure Heart: EPA Xtra™

Be a Winner ~ while Promoting Health + Helping to Correct the Global Omega-3 Deficiency
Campaign Materials endcap poster • floor decal • easelbacks • endcap cube • buttons

Show your support of Heart Health in your stores!

Momentum begins with a Nordic Naturals display: pick one or more: 5 available displays

- **12-Bottle Counter Display:** 20% OFF selected items (up to 3 products)
- **NEW! Permanent Counter Display:** Brushed steel display with Nordic logo; holds 12 bottles; must order 18 bottles to receive display
- **24-bottle Top Seller Floor Display:** Choose from three (3) products: Omega-3 180 ct.; Complete Omega™ 180 ct.; Arctic Cod Liver Oil™ 180 ct.
 - **Gummy Display:** SKU: MKT-RD033_KIT PO: GUMMY eleven (11) items to choose from: one (1) product per shelf. 20 minimum, 60 maximum (bundle of Kids catalogues included)
- **American Pregnancy Association display:** SKU: MKT-RD028_KIT PO: AP fits 30-80 units; 6 items to choose from; only one (1) Sku per shelf:
LOVE YOUR HEART NATURALLY

Bookmark Favorites www.omega-research.com <http://efaeducation.org/>

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





JUVO is participating in the exciting 4 Steps to Wellness Promo

Ask your BMC Rep how you can save an extra 5% on a special store-centric Promo Start off with a 3 + 1 for all new JUVO items. Promo through March 30th

- Natural Raw Meal*
- Raw Green Superfood^
- Raw Green Protein*^
- Raw Meal Fantastic Berry*
- Raw Meal Green Apple*
- Raw Meal Vanilla Chai*
- Raw Green Grass (in glass bottle)

* also available in 10-packet single servings

JUVO products are all USDA-Certified Organic; now, non-GMO certifications^

FEBRUARY OLYMPICS: Introduce an Organic Wall of JUVO!

Highlight JUVO Raw Green Protein

USDA Organic Certified + Circle-K Kosher-Certified

Non-GMO Project Verified label on canister Mix with water or other beverage of your choice 23 grams of high-quality plant protein from Organic: Brown Rice Protein, Hemp Protein, Spirulina, Quinoa, Millet, Amaranth + Flaxseed.

MORE THAN PROTEIN: 33 powerful & organic whole foods ingredients

Organic Natural Apple Flavor.

Absolutely No soy, Gluten, Yeast and Whey

ReJUVOrate Yourself!



Best opportunity of Q1 2018 4 ESSENTIALS CAMPAIGN

Engage your customers in the products of tomorrow!

Highlight Oxylent® with the 4 Steps to Essential Wellness Campaign

Posters coming soon

What a great Campaign to start the year

Ask your BMC Rep for details and how to qualify

Oxylent® offering an additional 5% OFF discount IF Oxylent® is placed on an end-cap featuring the 4 Essentials Poster. Independent stores ONLY.

{BMC Rep will support endcap + take a photo proof!}

FEBRUARY OXYLENT® Promo^

Independent Retailers

HEART HEALTH month 15% OFF

Oxylent® Sparkling Berries

Oxylent® Sparkling Mandarin

Oxylent® Sparkling Blackberry-Pomegranate

30 ct. box; 7 ct. box; & Canisters

Buy-in February 01- February 28th

^\$150 minimum/no max

FREE Counter Top Display with the purchase of nine (9) 7-ct boxes

FREE SHIPPING @ \$200

DRINKOXYLENTBREATHELIFE™



ESSENTIAL OLYMPICS

What does every Athlete want?

Effectiveness, Results: Success

1, 2... the best protocols include PROBIOTICS + Glutathione

Encourage Dr. Ohhira's Probiotics® + Reg Activ® Cardio & Wellness™ for everyone

ANCHOR for your February Heart Health endcap with

Reg Activ® Cardio & Wellness™

a Probiotic that Supports Heart Health*

Paradigm-changing probiotic produces a cardio health antioxidant.* with powerful *Lactobacillus fermentum ME-3, B-12*

- Kaneka QH™ Ubiquinol + N-Acetyl-cysteine
- The Single Most important thing you can do for health is strengthen your immune system
- Dr. Ohhira's Probiotics® is the only whole food probiotic that supports the entire microbiome with prebiotics, probiotics, and postbiotics.

Ask your BMC Rep how you can save on orders for the entire Q1 by participating in the

Four Steps to Essential Wellness Promotion.

Endcap the participating lines, and you can save on Essential Formulas (with endcap pics): when placing order, identify 'participating in the 4 Essential's Program' to receive an additional 5% off your EFL order, through March 31st, 2018. [The store will need to confirm an end cap is being created]. Create new business – new long-term customers – through the 2018 Winter Olympics and the 4 Steps to Essential Wellness marketing opportunities, with posters

Dr. Ohhira's Probiotics®



For the Pain of Athletic Performance and the Pleasure of Valentine's Fun

Wellinhand® offers clean Action Remedies!

February Promotions

Buy-in dates through 2/23/2018

10% OFF direct orders independent stores

- Pain Rescue Warm 2 oz.
- Skin to Skin Intimate Lube™ 2 oz.
- Body Wash Foamers Tempting Turmeric 8.45 oz.
- Body Wash Foamers Minty Mischief 8.45 oz.
- Body Wash Foamers Lavender Lunacy 8.45 oz.

* **Pain Rescue®** Warm is designed to ease chronic pain from recurring conditions. Naturally effective for joint & muscle pain, headaches, fibromyalgia, arthritis, & tendinitis. With a soothing aromatherapy scent, warm sensation and unique non-greasy, smooth texture, it is also ideal for warming up the muscles before exercise or exertion.

Contains Arnica, Calendula, Betula, Ho Shou Wu and pure essential oils of Lavender, Roman Chamomile, Ginger, Black Pepper, Cinnamon Leaf, and Rosemary in a soothing base of St. John's Wort Flower Oil, Extra Virgin Olive + Sweet Almond Oils. 2 fl. oz. squirt bottle.

* **Skin to Skin Intimate Lube™** A uniquely textured glide for heightened, long-lasting sexual experiences and for satisfying tender skin afterward! Subtly pleasing, erotic aroma. Pure. Especially appropriate for mature couples. Non-drying. Non-sticky. Non-messy. Certified vegan. Nutfree. Gluten-free. 100% natural fun.

Warning: This is a fine, oil-based herbal formula for skin-to-skin encounters and is not condom compatible. For condom use, embrace water-based products.

Topically Applied Herbal Answers. Action Remedies®



NEW ITEMS:

Very Gentle Range

by Trilogy® Natural Products: Effective enough to create a permanent customer

- Cleansing Cream 6.76 fl. oz.
- Calming Serum 1 fl. oz.
- Restoring Oil 1 fl. oz.
- Moisturizing Cream 2 fl. oz.
- Eye Cream .84 fl. oz.
- Hydra Mask 2 fl. oz.

SENSITIVE

Discover the peace & comfort nature brings to the most sensitive skin, delicate blends of pure plant oils + extracts, carefully selected for their calming and soothing properties which help to reduce inflammation + strengthen the weakened skin barrier. With antioxidant-rich maqui berry, soothing botanical complex SyriCalm® and Omega-7-rich sea buckthorn, Trilogy Sensitive is certified natural, fragrance free + dermatologically tested gentle skincare that brings peace and comfort to even the most fragile, intolerant and easily irritated complexions. Your skin will love you for it.

Trilogy says that skincare should be simple:

Cleanse & exfoliate **SIMPLE** (creams, gels + masks)

Repair & restore **PURE** (oils + serums)

Hydrate & nourish **VITAL** (moisturizer)

MADE IN NEW ZEALAND & loved everywhere all rose hip products are 80% minimum fatty acids The world's most-awarded beauty oils: 182 awards one bottle of Trilogy sold every 22 seconds somewhere around the world

Trilogy: High-performance, certified natural skincare products

www.trilogyproducts.com/us/category/how-tos.html/



The best lip balm for the world

Valentine Day: LUV THOSE LIPS

February Promotions

(Independent retailers only)

Promos from February 1- February 28

15% OFF invoice

- Eco Tints
- Lip Scrubs
- Bee FREE
- Specialty:

^ Gold Lip Balm ^ Hemp Lip Balm

^ Medicinal Lip Balm for the lips in Immune season

- **Eco Tints** mineral-tinted lip balms Fair Trade Certified™ Six shades for eco-beauty ~ Rose Quartz ~ Plush Red ~ Mocha Velvet ~ Moonstone ~ Coralyle ~ Sugar Plum
- **Lip Scrubs** USDA Organic, non-GMO, Fair Trade-Certified Lip Scrubs. ~ three flavors: Mint, Vanilla Bean, Brown Sugar.
- **Bee FREE** - for the vegans & Animal Rights Activists Lemon-Lime Lip Balm 24 ct. + 36 ct. 24 ct. .15 oz. tube convertible displays ^ Superfruit Lip Balm ^ Sweet Mint Lip Balm ^ Unscented Lip Balm.

• **Specialty** - convertible Displays 36 cts. Organic, Fair Trade, NON-GMO Gold - w/baobab oils Hemp - Manitoba Harvest hemp seed oil. vanilla Medicinal - w/tea tree, camphor, lemon balm + calendula

The Best Lip Balm for the World



bodyceuticals

Pre-Valentine's Day Promo through February 14th

20% OFF all BodyLove flavors!

- Almond • Chocolate • Cherry • Almond

~ Recent Launches: quite the rage!

** Neroli + Calendula Firming Crème

^ Face ^ Neck ^ Decollete

Firming Crème with DMAE + Hyaluronic Acid

- **Berry Beauty Drops** (Raspberry or Blackberry) + free 4 ml sample

Berry Beauty Drops - DAY

Pacific NW Raspberry Seed Illuminating Beauty Drops

Berry Beauty Drops - NIGHT

Pacific NW Blackberry Seed Restorative Beauty Drops

~ Expected February Launch

Charcoal + Bamboo Facial Cleanser!

* Exfoliating * Detoxifying 2 fl. oz. (exciting)

- 15 year history of using premium Certified Organic & Kosher ingredients

Non GMO. Soy Free. Gluten Free. Wheat Free. Cruelty Free

ASK about the beautiful Bodyceuticals Winter Paws flyer—reminding people to have petcare products always at hand!

Highlighting Bodyceuticals best-selling Organic Calendula Bioactive Salve

Winner of *Delicious Living* 2017 Beauty & Body Award for Best Hand Care!

www.bodyceuticals.net

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www.calendulaskincare.com



Olympic Opportunity

Note to cash register: Athletes will love Hemp Extract

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.

* offer the best, called C-Verified Hemp!

* a website to base your CBD business on:

<http://cvhemp.com/>

C-VERIFIED HEMP PRODUCTS

are bestsellers in many stores

"My sales of CBD are keeping my doors open..."

Aroma Land advises to use the term Hemp Extract

GAIN A NEW CUSTOMER:

- Athletes can feel Hemp Extract + fearful of testing for THC
- Offer a C-Verified Hemp Extract that has Zero-T
- YOU CAN GAIN THOSE Sports Nutrition sales!

C-Verified Hemp™ the VeryBEST CBD

- always THC Free [no-T]
- bath verified levels of non-GMO CBD [C-Verified]
- legal hemp, grown in America (Colorado)
- environmentally-friendly extraction process
 - State-of-the-Art Laboratory
- Full Traceability through every step of the process
 - C-Verified Full Spectrum C Hemp Extracts
 - C-Verified Hemp Balms - jar
 - C-Verified Daily Caps
 - C-Verified Hemp Cream tubes

C-Verified is full spectrum CBD: No-T.

They are back: CBD Micro Extracts

Ask your BMC Rep to explain how you can sell this product too!

~ CBD Micro Extracts ~ CBD micro-infused Cream tubes

Discover the most powerful herb ever investigated

www.CVHemp.com www.aromalandwellness.com



February-March Bodycare Promotion*

Two months to promote these profitable products
The Bodycare Collection

Jasmine & Clementine

12 oz. bodycare. 50%-margin line

Clean affordable + not through distribution.

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

~ Pure Therapeutic Grade Essential Oil Blend:
Jasmine Oil, Clementine Oil, Rose Maroc Oil,
Sweet Orange Oil, Ylang Ylang Oil, Lemon Oil,
Sweet Basil Oil, Chamomile Roman Oil.

Buy 3 ea. per SKU = 10% OFF

Buy 6 ea. per SKU = 15% OFF

Buy 12 ea. per SKU = 20% OFF

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

Aromaland Essential Oil Promotion: February-March

10% OFF in units of 3 ea. 10 ml

~ CLEMENTINE Citrus clementina

~ JASMINE 10% *Jasminum grandiflorum* in Jojoba oil

~ JASMINE 10% *Jasminum sambac* in Jojoba oil

More deals! 10% OFF in units 6 ea.:

~ Jasmine & Clementine glycerin bar soap

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TIMELY

"My Family took our Immune Health today!"

STOCK up for the Kids! Kids Wellmune®

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

10% OFF* 12 bottles+

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Chewable Beta Glucan with Wellmune WGP®
25 mg. per tab 60 chewables, Orange Flavor
Wellmune WGP® activates key immune cells
that maintain health + wellness. + it is safe to
take every day. Patented, GRAS under US FDA
Regulations.

Kosher, Halal, non-allergenic + GMO-free.

The Single Most important thing you can do for
health is strengthen your immune system

February is Cold/FLU + Sports Nutrition!!

PERFECT Opportunity to highlight

Rev•Up Wellness

featuring Abigenol® European Silver Fir Bark
extract

- DEFENSE with Wellmune®
- ENDURANCE
- VELOCITY with Wellmune®

**NEW STORES: BUY 2, Get 2 FREE of
any RevUp SKU: through 02/28!!**

GROW NEW BUSINESS with scientifically-
proven nutritional support
<http://immunehealthbasics.com>

MushroomScience®

**Olympics' advantage,
synonymous with Cordyceps**
highlight this bestseller for Sports Nutrition
in February!

FEBRUARY PROMOTION*

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 February Promotion' when placing order



SURYA
Brasil

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 • Neutral
- Golden Brown • Red • 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, and
haicare experience!

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>



Making Bodycare 20-25% of Sales *continued from page 2*

likewise stop in stores in England as they traveled. and pack their suitcases with product for friends and family before the products were introduced in the U.S. Trilogy® Natural Products has a devout following.

Trilogy® has since moved into selling product in Independent Health Food stores: and what an opportunity for your stores! People are looking for sustainable beauty products, and the word is spreading on the power of rose hip seed oil. Your store needs to catch the energy of this exquisite and super clean rose hip seed oil line.

I first encountered the benefits of rose hip seed oil for skin care while working in health food stores in the late 1980s, and I was fascinated with this plant food's capabilities. I have recommended rose hip oil for scars regularly since then. As we have all become aware of the benefits of topical-application antioxidants from natural sources, the recognized scope of use for rose hip seed oil advanced beyond a trustworthy scar-reducing topical. Today, rose hip seed oil is associated more prominently with the health of the skin, hydration, and in reducing fine lines and wrinkles. What is now more apparent is that rosehip seed oil, properly handled and grown in optimal environments, is a premier source of essential fatty acids. Well-handled rose hip seed oil is a rare commodity; and a quality rose hip seed oil optimally improves skin hydration, and supports healthy skin elasticity, as well as assisting in skin cell renewal and repair. A rich-red antioxidant superpower: in the world of skin superheroes, rosehip seed oil is the Red Antioxidant Support!

Inventory what products you are presenting in your stores now: are you highlighting antioxidant-rich Calendula (the premier Golden Antioxidant Support) and Rose Hip Seed Oil? This is the direction that the natural skincare conversation is going: this is the advancement in the marketplace!

Today, the word Trilogy® is synonymous with Rose Hip Seed Oil. Their direct-sourced oil is grown in the highlands of Chile and South Africa, made in New Zealand, and now available to your stores. If you are going to do a face-lift of your Face care section—and you want lines that are impeccable with stories you can happily share with others—you should start with Trilogy® Natural Products and Bodyceuticals.

With Trilogy® you can tell your community that you are bringing a worldwide beauty star to your shelves: one bottle of Trilogy® is sold every 22 seconds somewhere around the world!

As enticing, Trilogy® believes that the foundations of optimal skincare should be simple. Your team can easily explain the protocol and upsell the basic package for every basic skin type. Anyone can share this process: (1) cleanse and exfoliate with simple, clean products; then (2) repair and restore with the purest oils and serums available; and then (3) keep the skin vibrant, healthy and vital by hydrating and nourishing with the purest moisturizers. Cleanse, repair/restore and then hydrate and nourish!

Everyone in your store will be able to explain all the ingredients in every Trilogy® product (literally food for the skin) and they have products for every shopper's skin range.



The Rosehip Range is the foundation of the line, with rosehip oil leading for every type of skincare need. The Age Proof Range will delight anyone looking to keep their skin youthful, no matter what their present age! You have many tools here to really excite the person looking to revitalize and maintain their skin. Again, three steps—cleanse, repair and restore with a Firming Serum or a CoQ10 Booster Oil (super popular!), and a Day Cream and Night Cream. The Age Proof Range also offers a skin softening lotion, a lightening treatment, and a CoQ10 Eye Cream.

The New Trilogy® Sensitive Skincare Range of products will certainly serve a fast growing consumer need! Sensitive skin problems are on the rise: today, 56% of women and 40% of men report having sensitive skin. We also know that sensitive skin ages faster than other skin types. Properly presented, this category could skyrocket in your bodycare department. Stress, lifestyle, chronic inflammation all affect the skin's natural barrier function, and once disrupted, the skin's homeostasis is affected and recovery time from flare-up is reduced. It is a store responsibility to learn the best options to direct people to if they have these needs. The products are labeled "Very Gentle" so everyone with these needs will know that the products are for them!

Want to establish a beachhead of Trilogy® Natural Products immediately? The smartest package should include these items: **Certified Organic Rosehip Oil**, the **Rosehip Oil Light Blend**; the **Rosehip Oil Antioxidant+ Oil**; and from the Age Proof Range, the **Nutrient Plus Firming Serum**, and the **CoQ10 Booster Oil**; and from the Very Gentle Range, the **Calming Serum** and the **Restoring Oil**. Why these essentials? Because the movement in the field of optimal skin care is towards the addition or use of Pure Oils, where people used to use creams, gels or lotions. Now, the cream etc. category is still strong, but to evolve with the times, you have to make sure you are recommending the application of pure oils to the skin. Trilogy® and Bodyceuticals are already there—leading this category with the best in their class, and you should make prominent shelf-space, market cleverly and learn to recommend these two Rose and Golden superheroes!

What do your shelves look like now, and how much have they changed in the last year or

two or five? The market has changed dramatically, and Oils and Serums are what the new buyers are reaching for. If you don't understand that oils balance, restore and heal the skin (even for people with oily skin) then you have to catch up. Oils on the skin feel GOOD: skin food that the skin drinks in for best health. (this is the image that Blue Moose Consulting is reaching for as we invest in a bodycare sub-division of BMC that we are calling Delicious Bodycare™).

Find the space, announce the category, offer the best options: natural health Face Care Oils. Want to grow your bodycare set by 20% in 24 months? Take the Nordstrom approach—relatively inexpensively with 10-12 items on a large and inviting shelf-offering pure, effective and innovative products. Then, let your community show you their appreciation by buying from you the products that are hot.

While Bodyceuticals and Trilogy® Natural Products are both 15 years old, the trailblazer in the category of oils (with their essential oil business) is **Aroma Land®**! In reality, we are living in a world with myriad options with this hot new category of skin oils. The Natural Foods store can easily be the center of this movement, especially when we still own the Organic bodycare category. When it comes to top-quality tools for skin care maintenance and repair, you can be the unmatched leader with the best solutions. Imagine if you—or someone on your team—became well-versed in the differentiating points of a wide range of oils well-regarded for face skin care!

To the conversation, we can add ten (10) therapeutic-quality Aroma Land® products specifically designed for a multitude of facial skin concerns. You could succeed with a well-marketed selection of these items, 1 or 2 bottles deep. But, oh the business that you could build out! Aroma Land® offers Facial Serums for Dry skin, Mature skin, Oily skin, Sensitive skin, Problem skin, Normal skin as well as Serums for Clearing, Moisturizing and Toning. They also recently offered a new **Facial Serum Skin Repair**. (www.aromaland.com/Facial_Serums_Elixirs_s/512.htm). Aroma Land's Facial Serum products naturally offer 10 choices that each have a blend of plant-based oils with Apricot Kernel Oil, Evening Primrose Oil, Jojoba Oil, Rosehip Seed Oil, Wheat Germ Oil, and Vitamin E—that is enhanced with their long-respected, therapeutic-quality essential oils. In a late breaking deal, these 10 Aroma Land® Facial Serums are being offered to all independent health retail stores with an introductory offer from now until Mother's Day—you can slowly bring in the entire selection and learn the products so you can make a major statement about natural skin care during that celebration that draws the most attention to your bodycare set! Ask your BMC Rep for the intro deal opportunities.

If a person wants face care products properly blended with essential oils by the oldest Aromatherapy oil company to manufacture in America, you offer options from Aroma Land®. If a person wants a Rose Hip Seed Oil line, you offer Trilogy® Natural products. If a person wants to lavish their skin with Certified-organic Calendula Oil, you have the best with Bodyceuticals. Want to grow new business, then learn and promote this growing

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category of face care topical oils! You can be the best resource center for best skin care.

Leaving the face-specific products, we next turn to the undisputed Superhero of Green: whole leaf aloe vera! So, to stop for a second and recap: the best plants for skin health are, certified-organic: Aloe Skin Gel, Calendula Oils and Rosehip Seed Oil. Here is the place to reignite your store's natural bodycare section.

Last year, the BMC newsletter offered three articles on the benefits of whole leaf aloe vera for optimal health: the articles concentrated on the history and the science of aloe vera. This year, we will be writing about the benefits of aloe vera for topical use. Aloe vera is the most well-known and regarded plant food (and plant medicine) for skin care. Everyone who will shop in your store already knows that aloe vera helps the skin. Again, I must ask, how much of your business is currently going to topical aloe vera sales?

And as importantly, are you maximizing the use of an aloe vera product for skin health? Sure aloe vera is in almost every bodycare product made today, but: this is usually mainly the marketing intent of putting a word on a bottle to sell product: and these products are usually utilizing a weak, watery aloe or dried powdered aloe that has filtered out almost all the health-providing attributes of the aloe plant. So, first, how many products on your shelf actually provide a legitimately healthy dosage of aloe per topical dollop used? When you say that aloe is a miracle plant, where are you directing people to get some of that magic?

Let's take inventory: are you selling 8-10 bottles of topical aloe vera for skin care, healing and beauty in the course of every week? If not, then you probably are not strenuously trying to educate people on beneficial bodycare products, and you are probably not leading them to the best options. (and they are probably not building trust and confidence in your store to be their bodycare solution center)! So, if we can agree that most people are still largely less than informed on calendula and its sun power (Gold Superhero) and 2018 is the year that the chorus begins to resoundingly sing the benefits of the even less-known rosehip seed oil (Red Superhero!), and if EVERYONE already knows that aloe is very good for the skin, but is not buying that Green Superhero through your cash register, then you have work to do. The three Plant Superheroes are here to help! So, why don't you sell some?

There are two ways to sell the **Aloe Life**[®] bodycare products: they can be sold as a category all together, or they can be sold in different areas of your bodycare section (moisturizers, First Aid, beauty products, hydrators, and sports nutrition). My suggestion if you want to see this category—aloe vera—rise to an unexpected but constant level of sales in your store, is to keep the story simple and tight. I suggest you spring into action. Market the Aloe Life[®] therapeutic whole leaf aloe vera concentrate organic juices in a prominent section, and use them as an anchor of your supplement section: big, noticeable space. Why? Well are you aware that aloe vera has been one of the top 5 best-selling plants in America for most of this [new] Century? A lot of people are buying and using a lot of aloe: internally and externally. (Check out any Whole Foods[®] these

days, they have 48 feet of aloe vera shelf space now in some planograms. Hmm...).

Break a mold, and make the simple move to communicate to your communities that aloe vera topically is just as much food for the skin, as it is an internal nutritional powerhouse superfood for optimal health. In the same space as the Juice Concentrate pints and quarts, add a full shelf of the Aloe Life[®] active and healing skin care products. If you want to have everyone thinking "aloe for skin health" and buying aloe for skin health, then speak that message in your store. There is no need to carry 4 different brands of aloe vera (Aubrey Organics[®] may be the only other brand to carry, and remember that they sell the inner gel, compared to the entire whole leaf that Aloe Life[®] uses). Instead, double-face both the 4 oz. and the 8 oz. bottles of the Aloe Life[®] **Skin Gel & Herbs**. Always have a sample open for people to try, and ask them to touch, smell and feel this aloe vera: they will intuitively understand that this is good stuff.

Next to the this versatile everything-skin gel, stock both sizes of the **Aloe Life**[®] **Face & Body Lotion**. This is their actual moisturizing formula, and it is a good one. So economical, and people who try it, love it (if you don't have it in stock, with an open bottle for people to try, then of course it will not sell). What differentiates this product—again—is that Aloe Life[®] understands the power found in the entire plant, so they were one of the first companies in the natural retail channel to offer aloe products that use the juice of the whole plant (rather than just the leaf!). This differentiation makes a world of difference in how the Aloe Life[®] products perform! More of the aloe plant means more health applications. This product is a truly delightful, light natural grapefruit extract fragrant Aloe-Chamomile-Allantoin moisturizer that does the yeoman's work of providing maximum skin protection while offering age-defying results with daily use. With organic aloe vera as the main ingredient, this product will become a favorite of someone who wants the best product possible without spending big bucks. I have said for years that this product is a sleeper that should be a best seller: it works, and people love it (our newest Moose was just commenting that she has the 4 oz. bottle in a couple places around the house and she gravitates to those spots instinctively to use it throughout the day). Put a bottle of the 16 oz. on your office desk, and see how often people return to reapply again and again until they buy a bottle to take home and to recommend to their friends.

The **SG Aloe Mist** (SG—'Skin Gel', 2oz. + 4 oz.) is the latest aloe vera-based product that Aloe Life[®] brought to market, and is probably the favorite among the BMC team overall. This Spray was created as a skin conditioner formula designed to be a therapeutic quality aloe topical that can be applied without thickeners (most other products are "gels" solely because they have thickening agents added). A very versatile product, that gains super absorption, and can be sprayed on the face in one's makeup procedures. It is superlative as a refresher in the hot summer months, and when one wants to "freshen up" before going out. The brilliance is that it is a way to add aloe vera to skin conditions like when inflammation is present, with that lightness that does not interfere with skin issues, but which is strong enough to work like a fire department putting out the fire. A truly modern multi-tasking way to administer aloe

vera to the skin, and a perfect option for many people. Seven bottles of aloe power standing strong across your shelves if you double-face the 4 oz. **Aloe Skin Gel & Herbs** (which has been one of my top 5 most favorite bodycare products for the past 15 years: I am a believer of slathering this product everywhere for when anything needs fixing!).

Of course, the Aloe Life[®] **Personal Gel Intimate Moisturizer** would best be merchandised with other sexual lubricants and intimate area moisturizers (trust me, I have had so many people—primarily women—tell me that this product did the job for them for personal dry skin issues. This product—again—performs better than anything else available because of the whole leaf aloe (and that Aloe Life[®] does not offer personal lubricants with the first ingredient of water). Likewise, The Aloe Life[®] **Body Heat Vanilla Rub** will shine in the Sports Nutrition set, where people often push muscles to the point of needing strong and long-lasting recovery. The customer I like to present this to is the Chiropractor, as well as the Massage Therapist, and anyone who understands the body musculature and the various situations that lead to pain. **Body Heat** is so effective because of the transdermal absorption capabilities of a true whole leaf aloe vera juice. Want powerful aloe, recommend Aloe Life[®]. Want to sell 10-12 bottles of topical aloe vera every week: learn how Aloe Life[®] provides products that work, and that people will return for! Over and over again, aloe vera to the rescue for topical support!

This February, I would highlight the **Personal Gel Intimate Moisturizer** and the **Body Heat Vanilla Rub**, to gain people's attention: the former for Valentine's Day and the latter for the next sports-centric 60 days (football Super Bowl to Winter Olympics to basketball March Madness; and for people noticing that those New Year's Resolutions exercises don't come without soreness!). For everyone else and everything else, **Aloe Skin Gel**!

Ready to grow your store's natural bodycare sales? First, have confidence in that part of your inventory that you believe in. Second, houseclean those products that no longer sell, or that you never really felt good about. Make space now for some exciting new products: build anew with three new superheroes: Calendula Gold, Rose Hip Red and Aloe Green.

These three skinfoods can be a foundation of your emergent 2018 Bodycare section. The message can be clear-cut: the three best plants for skin health are calendula, rosehips and aloe gel. Which is best? That does not need to be a choice: these are the three best. To me, this is a very easy way to teach people basics, deliver a clear and easy message, while promoting a truth and selling three superior lines! As opposed to trying to disassemble complicated plotlines from good yet complex companies, you can master the simplicity of a nice fact – the three best plant-foods for the skin are...

For many years, progressive stores have tried to sell Organic bodycare lines and they have floundered with gaining sustained customer return sales. If a store is able to achieve this, sales will pop upward; and when that happens with a store, that concerted effort will spur greater focus and effort.

Bodyceuticals—a biodynamically-grown

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Blue Moose Consulting

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

Making Bodycare 20-25% of Sales

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organic skincare line—can be that line. Again, learn their story and you will be a fan.

Trilogy® is a superlative international best-seller. To health food stores in the U.S., this is an exciting, newly-available winner. This is an opportunity for you to introduce a clean, power-packed antioxidant line that performs and satisfies. The market is there. Make your muscle, through intelligent education, to be competitive with Nordstrom and Ulta and Rite Aid. We have the best products, and this is your way to prove it. Trilogy® Natural Products, out front center: this is the best new thing. Finally, we all know aloe vera—wonderplant. Superfood superstar. If we are not moving 8-12 bottles of aloe products, for all those skin care needs, then you are missing the bus completely. Better, you should train your staff (teach yourself) and let the BMC team fill you with facts and ideas.

Put these three things together—think of the opportunity, get the pen out to plan and make the changes—and believe that your store can achieve: and I stand strong that you can increase your Bodycare sales by 10% this year. Minimum!!! Striving like a Retail Olympian, you can also do even more business. In the April 2018 BMC newsletter, we will highlight the other superior and admirable bodycare companies that BMC and Delicious Bodycare represent for your stores! These four—**Surya Brasil**, **Aroma Land®**, **Eco Lips®** and **Wellinhand®**—properly understood, presented and merchandised, can move the needle of Bodycare sales significantly. And the skincare items offered by **Newton Homeopathics™** (new Homeopathic Lotions), **Essential Formulas®** (probiotic soap and creams), and **Herb Pharm®** (St Johnswort Oil, Arnica Oil, Trauma Oil, Mullein/Garlic Ear Oil, skin salve and more)—if integrated keenly into your new focus on devoutly nurturing skin health for your community—can pay noticeable if not significant dividends to your bottom line. Quite frankly, for 98% of you, your Bodycare care section is an in-house untapped resource; and easy new business: a surefire way to make more money from other places. It absolutely should be a 2018 Goal! 10% should be the minimum goal. Can you reach and succeed to 20%? Who is to say that you cannot? Let's go! 🍀

How to Reach Blue Moose Consulting

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

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Newton Homeopathics

www.newtonlabs.net
800-448-7256
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Aromaland, Inc.

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Santa Fe, NM 87507

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Watsonville, CA 95076

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Williams, OR 97544

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San Diego, CA 92107

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Basking Ridge, New Jersey

Eco Lips, Inc

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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
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831-724-6200
fax: 831-724-6600
Watsonville, CA 95076

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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.
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Carnation, WA 98014

Wellinhand

434-534-6050
info@wellinhand.com
Forest, Virginia 24551

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

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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.



medicine

And ginger at the register: not as candy but as a Certified-Organic breath tonic: **Breath Refresher™ - Peppermint**, and **Breath Refresher™ - Spearmint**. We have come a long way in Ginger Wisdom from ginger cookies.

Today, Herb Pharm® prepares their Ginger Extract from the rhizome of *Zingiber officinale* plants which are certified organically grown. To assure optimal extraction of Ginger's bioactive compounds, the rhizome is harvested only when fully mature, is carefully shade-dried, and is thoroughly extracted, and Certified organic by Organic Certifiers.

Today, we know that ginger can be grown at home. While maybe not the most exotic herbal-

although it is actually absolutely exotic: this makes it another candidate for highlight and focus this Herb Day! With so many Herb Pharm® products presenting Ginger, see this as an incredible vehicle for teaching about Natural Health!

Every Winter, we should work two dynamic endcap highlights into our educational marketing plans: one for Echinacea, and one for the wonderful world of Ginger. We need to elevate the concept of Ginger, and make sure that the Best Ginger is available in your store. Ginger is here to stay, and growing more popular every day. The Millennial can dig the concept of ginger; bartenders are playing with ginger—a new world that should lead to a resurgence of the dietary aperitif; and, of course, the elderly need to be

reminded of the benefits of ginger, that spice they have been aware of their entire lives. Ginger, ginger everywhere: that is a good thing. The other Winter Educational endcap should be on Echinacea Root—perfect for this Immune Challenge Season. Echinacea was the BMC January 2018 Root of the Month: read up on Echinacea as a refresher now, when it is needed most.

Ginger and turmeric are cousins! Family *Zingiberaceae*. We are fortunate to have them both and they can be Spotlit this Heart Health, Sports Nutrition February. Turmeric will be given its own month for a focus, this 2018—Year of Root Medicine—in another edition of the BMC Newsletter.

PRODUCT SPOTLIGHT

Newton Homeopathic Sports Recovery HOMEOPATHIC STAR: Cameron Parker

Cameron promotes Newton Homeopathics as he **Reaches for the Gold** in his quest to qualify for the 2018 International Association of Athletics Federations' World Indoor Championships in Birmingham, United Kingdom. As a member of the USA Track and Field organization, he rates among the top five in the nation in both the 200 and 400 meter races. As the son of Newton's President and Vice-President, Cameron has been raised on homeopathics and has worked at the laboratory since his high school summer breaks. One of his favorite Newton complexes is the **Sports Recovery**, which is always in his gym bag. His twice-daily workouts are intense and he depends on the **Sports Recovery**, and other Newton homeopathics to keep him **Reaching for the Gold**.

S **IV** [N218] 1 fl. oz. \$8/\$16.00 (special 'fast track' deals available!)
2 fl. oz. \$13/\$26.00 + 2 fl. oz. [P01] pellets \$9.50/\$19.00
check out the updated website @ <http://www.newtonlabs.net/Sports-Recovery/productinfo/N218/>
formulated for workout recovery & for symptoms associated with injury, overexertion + emotional distress.

Athletes will LOVE:

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Ask your BMC Rep for February 'fast track' deals on Newton **Sports Recovery**
Family-owned. Manufactured in America. Veteran-owned
M.A.P. Policy enforced. No sales to internet-only etellers

ALERT YOUR COMMUNITIES IN REAL TIME

Santa is gone, but the FLU is here. Prediction is **STAY ALERT** through March 2018! Keep your shelves fully stocked: **don't underorder!**

- * **District of Columbia** <https://doh.dc.gov/page/influenza-surveillance-and-reporting>
- * **Delaware** <http://dhss.delaware.gov/dhss/dph/epi/influenzawkly.html>
- * **Maryland** <https://phpa.health.maryland.gov/influenza/fluwatch/Pages/Home.aspx>
- * **New Jersey** <http://www.nj.gov/health/cd/topics/flu.shtml>
- * **North Carolina** <http://www.flu.nc.gov/>
- * **Pennsylvania** <http://www.health.pa.gov/My%20Health/Diseases%20and%20Conditions/IL/Pages/Influenza.aspx>
- * **South Carolina** <http://www.scdhec.gov/Health/DiseasesandConditions/InfectiousDiseases/Flu/FluData/>
- * **Virginia** <http://www.vdh.virginia.gov/epidemiology/influenza-flu-in-virginia/influenza-surveillance/>
- * **West Virginia** <http://dhhr.wv.gov/oeps/disease/flu/Pages/fluSurveillance.aspx>

How is Your Community Doing?

<https://fluinearyou.org/#/> (says you can search by zipcode!)

There are two main types of influenza (flu) virus: Types A and B. The influenza A and B viruses that routinely spread in people (human influenza viruses) are responsible for seasonal flu epidemics each year. Influenza A viruses can be broken down into sub-types depending on the genes that make up the surface proteins. Over the course of a flu season, different types (A & B) and subtypes (influenza A) of influenza circulate and cause illness.

More Information about Flu Viruses

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Influenza A and B viruses are responsible for seasonal flu epidemics each year.

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Influenza viruses can change in two different ways—antigenic drift and antigenic shift.

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Influenza A viruses also are found in many different animals, including ducks, chickens, pigs, whales, horses and seals.

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"Antigens" are molecular structures on the surface of viruses that are recognized by the immune system and are capable of triggering an immune response (antibody production).

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The influenza A (H1N1) virus that emerged in 2009 caused the first global influenza pandemic in more than 40 years.

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<https://www.cdc.gov/flu/resource-center/freeresources/graphics/images.htm>
from <https://www.cdc.gov/flu/about/viruses/index.htm>

Flu symptoms include:

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