



BLUE MOOSE CONSULTING NEWSLETTER

Volume 15, No. 3 • March 2018

Talking Business: Looking at the Horizon Catching the Best New Products Now

How do new ideas develop? When does it become imperative that we move with the next big, new idea? 2018 is here and will quickly be at its quarter mark. Business is moving so fast that forward thinkers are planning what they will do to stay with the flow as 2020 arrives. That is good vision! Are you considering where you will get more money from other places, because you are already seeing that what was good enough to steer your business in the past is changing, and the worst thing that can happen is that you can find yourself standing on a melting ice sheet, stranded, as the world changes around you!

It is true. Things change (things fall apart); the center cannot be expected to hold. The majority embraces disruption, and change for changes sake is the fashionable conversation (rational game-plan or not). We need to keep our eye on the horizon: we need to see the better waves as they come in. We need to evolve (In a Moose team huddle today, we took that moment to acknowledge and appreciate that the mission of Blue Moose Consulting has stayed true and solid for our past 17 years). BMC has felt the challenges, and we too are scanning the horizon, and making the smart moves necessary to stay relevant, important, successful and contributing in 2020 and beyond.

All businesses need to keep their focus on the goal of evolving business sustainability. Years ago, the entire industry changed when stores caught the message and purpose of the Omega-3 Revolution. In actuality, the natural products channel stumbled upon the clear-cut truths of Omega-3 nutrition: but when we were shown the evidence, we turned on a dime and embraced EPA and DHA. I remember one astute supplements buyer acknowledging that

they could (should and did) create floor footprints from the front door straight to the **Nordic Natural's** shelves because so many shoppers were becoming aware of this good-fat nutrition, and were aiming to stabilize their core nutritional protocols with this nutrient that no one was highlighting just a few years before.

Today, I am hearing again and again, similar statements to that Omega-3 observation, but no nutrient will be able to overtake the role that the Essential Fatty Acid Omega-3s serve in our current dietary health paradigm. Americans will need daily Omega-3s in therapeutic numbers for quite a long time to help correct our own inherent cultural dietary deficiencies: and our cells have evolved for quite a long time: now that we know what we need, we need to target best choice nutrition and stay true to it. Remember, we do not have a curcumin deficiency! That said, many stores are rightly going crazy over products that contain CBD (Cannabidiol), as in almost every community in the mid-Atlantic (where the Blue Moose roam). New customers are entering stores with interest to buy products once they know that CBD is sold there. CBD is here to stay, though its form is still evolving: and so—first things first, we should not call it CBD (a catch word that causes problems in many ways with the presently uninformed), but rather we should be using the more correct herbal name, hemp extract.

There are many companies jumping on the merry bus of hemp entrepreneurs, and most companies will fade before they have even found the real voice of their mission. (I laughed today when I saw my first bottle of Burt's Bees protein powders: you the retail store buyer have to be smart and logical as you invest your reputation in which lines you carry and recommend). The market is now flooded with people saying stupid things and there are people selling shoddy products: we hope those players stay out of our stores, because our mission—the natural products health food mission—understands the amazing health value that true, correctly-manufactured CBD hemp extract can provide for such an amazing myriad of health needs.

BMC has been working with **AromaLand Wellness** for over a dozen years, and we know and appreciate first-hand the quality of the products that they produce. As we continue to use our excellent BMC Sales & Education team to bring support to your stores, we would like to give you cogent and

trustworthy information on how to ride the wave of this exciting new herbal—this may be the most powerful herbal ever investigated—and gain community respect and trust by bringing guidance to how to present this new product through any upcoming media smear campaigns and or legal forays and challenges.

Looking at everything on the horizon, if a store maintains proper conversations on this plant food, and if you are carrying products from Manufacturers that are presented with airtight professionalism, and are made with that expected accuracy and safety that we want to be associated with in our food chain, then this will be without a doubt the next big thing. Could it be as big as the Omega-3 wave that guided our successes the last decade? Most probably. But the Omega-3 wave is still building, and would it not be exciting to have a second huge wave to ride in your store for the next 3 to 5 to 7 years?

While CBD marketers are tying up your phones with cold calls, filling your email inboxes, and using mercenary-provided mailing lists to send you wild-fangled promises of the novelty of their CBD products. AromaLand Wellness has been steadily working to build an excellent chain of custody to provide the best possible product today, where they can make smart product consistency promises that most marketers cannot offer and in targeting the market coherently in a manner that will most likely have them selling product long after quick-buck entrepreneurs have given up or have been shut down.

AromaLand Wellness has a jump on most other manufacturers as reflected in the name of one of their two hemp extract lines: **C-Verified Hemp™**. The consumer has certainly been confused by how the overall market has made things difficult with the names of products (the changes of names) and the lack of clarity to what is in the bottle through a presumed need for vague descriptive. While our legislatures have so far been clearly supportive of properly manufactured and marketed hemp extracts, standardized to measurable amounts of the best actives, many lawyers, and buyers—and even banks and credit card companies—have sadly muddied the waters primarily by not clearly reading the rules of the road that are there to guide the marketplace at this time. (Pennsylvania is on the verge of expanding their industrial hemp crop manufacturing.) The future looks great. Stores should be pleased to sell product now with the cleverly appropriate name **C-Verified Hemp™**. The communication

EXPO WEST 2018 MANUFACTURER BOOTH NUMBERS

Company	Booth Number
Bodyceuticals	2625
Essential Formulas	4461
Herb Pharm	4153
Mushroom Science	4665
Nordic Naturals	4157
Oxylent	4177
Surya	2451

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to the community should be that you have the product that provides what you want and nothing that you do not want for their protocols: and to you we say that with AromaLand Wellness, you have a good CBD product ready to handle all regulatory concerns that may emerge. It is wise to go **C-Verified Hemp™**

The “C” in **C-Verified Hemp™** confirms that source material is tested to make sure that the actives are batch-tested to guarantee accuracy of levels of non-GMO CBD: “C”-Verified. If we use this standard—batch-verified, viewable proof of actives—then most of the competition disappears faster than a CarMax® commercial. AromaLand Wellness is locked in with a source of legal hemp that is grown in the USA. Source matters, and as the industry explodes, the concerns for viable and beneficial source material will most likely become the biggest concern. There are probably many cool products out there that are providing little more than the placebo-effect, and the market is still in its infancy. If you want to establish a reputation as a credible, non-hype source of good herbals, then book on the facts that source matters.

While C-Verified™ matters and is a retailer’s marketing dream, AromaLand Wellness’ website is worth reviewing with your BMC Rep, so you can learn the best way to position this product in today’s Wild West market (<http://cvhemp.com/>)! Where AromaLand Wellness also outmatches its rivals is with the veracity of their product descriptive, Zero-T. So, while AromaLand Wellness can verify the presence of the therapeutic active—CBD—they can also verify the absence of the plant bugaboo, THC. AromaLand Wellness tests for a true lab-analysis absence of THC. So, while today there are many companies touting the presence of the actives (most without providing proof), AromaLand Wellness has been on the market for over 15 months now with a product that can safely present the facts on the absence of unwanted actives. More than half of America will possibly shy away from CBD products for fear that THC will be present. People who are drug-tested for various reasons, people who have a fear of THC, and people who might resist the use of CBD for preventative health care or optimal health because they do not understand anything involving the chemical composition of plants will ALL listen more intently to the potential of hemp extract actives—C-Verified—if they hear at some point in the presentation of the products that THIS product is guaranteed to have Zero-T. AromaLand Wellness’ source material took seven growing seasons to create a material with such a low amount of THC, before the process occurs to scrub out any THC residuals. That, at this point in time, is great competitive advantage. And, since AromaLand Wellness is currently not sold in any major e-tailers, is working from its inception to maintain M.A.P.-compliance, is not currently sold by any major retail chain and offers product at the most fair prices which cultivates a level playing field, **C-Verified Hemp™** is the perfect line to have in your stores.

Were you an early investor in the CBD phenomenon? Well, the terms of sale (minimums, etc.) that AromaLand Wellness



JUST ANNOUNCED:

ANOTHER NEW HERB PHARM® PROMO

Stress & Anxiety! PROMO PARAMETERS for two (2) promo brackets

Feature Products + Bonus Products:

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

MIX & MATCH any 25+ of the ‘Featured Products’ for a 25% discount

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. THROUGH MAY 30th

GROW BUSINESS with these items:

Featured Items: three sizes of these easily-absorbed liquid extract blends

• **Anxiety Soother™** 1 oz. • **Anxiety Soother™** 2 oz. • **Anxiety Soother™** 4 oz.

• **Stress Manager™** 1 oz. • **Stress Manager™** 2 oz. • **Stress Manager™** 4 oz.

Because Nature knew there’d be days like this! Herbs for rough days & herbs for rough weeks

Bonus Items: Meet the discount levels by ordering the necessary number of Stress Manager™ and Anxiety Soother™ and you can order any number of Bonus Products that will also qualify for the same discount as the Bonus Items on your order. No minimums!

• **Good Mood™** 1 oz., 2 oz. + 4 oz.

• **Nervous System Tonic™** 1 oz., 2 oz. + 4 oz.

• **Kava veggie caps** 60 ct.

• **Kava liquid extract** 1 oz., 2 oz. + 4 oz.

• **Lavender liquid extract** 1 oz. + 4 oz.

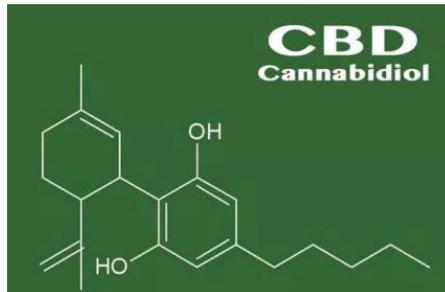
• **Lemon Balm liquid extract (alcohol)** 1 oz. + 4 oz.

• **KIDS Lemon Balm Calm Glycerite™** 1 oz. + 4 oz.

Same discount structure applies to reorders.

The world’s demands necessitate that we learn about Nervines: Nervine Relaxants & Nervine Tonics ... And know what helps when one wants to hide under a rock!

Made of plants and ethical choices™ • Treat Yourself to Better Health™
America’s #1 selling Liquid Herbal Extracts



offers allows them to be the most-excellent second Hemp Extract line in your store as you look to expand. Once your consumer is shown the choices- one of which is made to be labelled Zero-T—you may find this AromaLand Wellness is the natural choice for most of your customers. Already have two lines? This line may be the line to replace your slower selling option. The promise of C-Verified Hemp™ and Zero-T make this an exciting product choice: the support that you will get from Blue Moose Consulting (15 years of support for the health food retailer), and Aroma Land (31 years of business to America’s health food stores) should make this the winning choice in a market that is a flood and will soon become an avalanche of marginal or under-supported CBD options.

Hemp extract products may present problems to the retailer who does not invest wisely, or educate and market within the accepted norms of today’s legal climate. Retailers also have to keep CBD in context (and in many cases, the owners/buyers have to mollify staff members who get irrationally exuberant about the promise of therapeutically-verified active hemp extracts). CBD should be seen as the greatest opportunity to add to your core protocols for optimal health. Are you understanding how to get this plant extract into context?

Hemp Extract is a universal blessing. That said, we should feed the hype and promise and facts wisely while staying true to our mission of teaching wholism. Therefore, let’s build the best 21st-Century Natural Health Foundations,

beginning with adding Hemp Extract to our core basics of Omega-3 Nutrition and viable Probiotic whole foods. Present them as a team, and never make the mistake of over-emphasizing one over the other: they actually support each other very well!

There is a direct connection between cannabinoid nutrition and omega-3 allostasis. It is natural and correct to discuss one when discussing the other. Certainly, Omega-3s have the upper hand in their benefit for cellular performance and beyond, but cannabinoids are also very versatile in nutritional performance for many systems of the body. The future trend may be to gain new customers just by saying that CBD makes you feel good within a normal range, and yet—if you are looking for a Hemp Extract product to work its best—you should always have optimal levels of EPA/DHA in the body. For a number of stores, their Omega-3 sales have plateaued. This is not because the Good Fats have lost any luster, it is more likely because the stores are not staying informed about the consistently-growing research, and because stores are not keeping a dynamism in their approach to education that is the primary key to ascending sales and new customers. If your store is wild about CBD, then your sales of Omega-3s should be up. If your store is not yet providing your community the manifest benefits available with Hemp Extract, and your sales of Omega-3s are sluggish, then now is the time to catch up with the trends for positive health solutions! A positive Omega-3 status will help get better results with Hemp Extract.

As we all become more aware of the importance of good bacteria, we are learning the role of the biome in governing overall health. Good health: good biome. So many mechanisms are mediated through the microbiome, and that is why we have evolved in our recommendations beyond the ancient understanding of taking probiotics occasionally, or after any number of incidences. Now, we understand that the best approach is to take probiotics every day. Beyond the basics—that the single most important thing that you can do

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NEWTON homeopathics

Nurturing Naturally Since 1987

MARCH Promotions: 20% OFF select OTC formulas

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

~ Shelf tags announcing the sale included with your order

- **Pollen~Weeds** (N055) • **Kids Allergies** (F007)
- **Kids Ear Care** (F006) • **Menstrual~PMS** (N012)

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

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

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

Kids Allergies formulated for symptoms associated with food & environmental allergens such as congestion, swollen glands, runny nose, cough, rashes + stomach upset.*

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

Menstrual~PMS formulated for associated symptoms such as irregularity, cramping, bloating, headache, cravings, emotional upsets and mood swings.*

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.

Newton Natural Products Expo West®

Show discounts: Show Sale Dates! March 8 - 16, 2018

15% for attendees, 10% for non-attendees

available for all NEWTON OTC Complexes (may not combine with any other discounts; NEWTON PRO and single remedies not included).

Rediscover a 200-year old System of Health & Healing:

<https://www.youtube.com/user/NewtonHomeopathy>

<https://www.youtube.com/watch?v=57-SDXVDef8>

AloeLife.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

March 2018 Monthly Specials:

Mix & Match Sale items listed below

12 items min for **15% OFF**

24 items max for **20% OFF**

Rejuvenate & Detox: Spring is Coming

- **Aloe Boost tablets** 30s + 90s
- **Ear Wash PLUS** 1 oz.
- **SG Aloe Mist Spray** 2 oz. + 4 oz.

~**Aloe Boost Tablets** 30s + 90s – Traditional herbs + nutrients supporting body wellness + blood sugar. Nopal Cactus, Whole Leaf Aloe Vera plant, CoQ10 enzyme, bee pollen, 20 free-form amino acids, Suma, Glutathione, Chromium Picolinate: an attractive blend for increased stamina, concentration, weight management (reduced snacking) and optimized health.

Ear Wash PLUS 1 oz. – Extracts of Calendula, Mullen, St. Johns Wort + Rosemary along with the Aloe Vera create a pH balanced environment necessary to the natural healing process of the ear canal. The yellow sap of the Whole Leaf Aloe Vera brings noticeable comfort. Great for pets too.

SG Aloe Mist Spray 2 oz. + 4 oz. – Ultimate Skin Spray Treatment with 99% Certified ActivAloe. Topical Skin Gel Aloe Mist Spray is a moisturizing Skin Conditioner Formula for the whole family. The Organic Whole Leaf Aloe Vera Juice Concentrate base plus Vitamins A, C, E, (ALA) Alpha Lipoic Acid, L-Proline & Herbs works fast to soothe and condition skin. Easy daily hydration for skin and hair after a shower or bath. This Multi-Purpose SG Aloe Mist formula is fun to use, supporting healthy skin without thickeners - feels great! An excellent pick-me-up or for topical abrasions in a refreshing Grapefruit scent.

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®

March Promotion: 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/>

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

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

~ **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 Quarter!

GROW BUSINESS with these items: FEATURED ITEMS:

two sizes of these easily-absorbed liquid extract blends

Better Bitters™ Classic 1 oz. + 4 oz. • **Better Bitters™ Bittersweet** 1 oz. + 4 oz.

Better Bitters™ Absinthium 1 oz. + 4 oz. • **Better Bitters™ Orange** 1 oz. + 4 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! Same discount structure applies to reorders.

Gastro Calm™ 1 + 4 oz. • **Herbal Detox™** 1 + 4 oz. • **Intestinal Soother™** 1 + 4 oz.

• **Kids Tummy TLC™** 1 + 4 oz. • **Liver Health** 1 + 2 + 4 oz.

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 oz. + 2 oz. glass bottles
* Certified: Organic, NON-GMO & Gluten-Free

PRODUCT NOTES:

~ Immune Season is in FULL-SWING: Flu Season is predicted to run through late-March
DEMAND HAS BEEN HIGH ~ Boost Your Immunity this Season with Two Steps to Wellness
www.herb-pharm.com/blog/boost-your-immunity-this-season-with-two-steps-to-wellness/

* **Encourage a full natural immune care cabinet.** Suggest that every home have
Herb Pharm® Echinaceas, Elderberry + Olive Leaf extracts at home!

BACK IN STOCK

Daily Immune Builder 1 & 2 oz. + **Echinacea Glycerite** 1 oz + **Super Echinacea** 1 oz

Not represented by BMC in NJ | **NATURAL PRODUCTS EXPO WEST® BOOTH # 4153**

NORDIC NATURALS®

Create Momentum

These displays drive the conversation, sell product + create repeat business

NORDIC NATURALS® is America's #1 Selling Omega-3 Oil

Omega-3s are the most sought-after nutrients for Heart Health!

NORDIC Floor Displays & Counter Displays with excellent discounts

• **'American Pregnancy Association' display (APA) 25% OFF***

~ 6 items to choose from; (1) Sku per shelf. Ask Rep for list

"2017 reality": nurturing products for healthy Mothers + Children

a combination of any 5 of the following (may repeat choices)

~16 units **Baby's Vitamin D3™ Liq.** #2732 ~12 units **Baby's DHA™ Liq.** 2 oz. #53787

~12 units of **Baby's DHA Vegetarian, algal oil** 1 oz #1670

~6 units of **Prenatal DHA 90 ct. unflavored** 90 + 180 softgels

~6 units of **Prenatal DHA 90 ct. strawberry** #1753

~6 units of **Postnatal Omega-3** 60 ct. #1758

Only 1 Sku per shelf: fits 30-80 units. Border language: "Pure Omega-3s for Mom & Baby"

SKU: MKT-RD028_KIT PO: AP (bundle of KAPA catalogues included)

• **'Gummies Floor Display' 25% OFF*** mix & match from 11 items below

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

~**Nordic Berries** 120 + 200 ct. ~**Omega-3 Fishies** 36 ct.

~**Omega-3 Gummies** 60 120 ct. ~**Omega-3 Gummy Fish** 30 ct.

~**Omega-3 Gummy Worms** 30 ct. ~**Nordic Probiotic Gummies Kids** 60 ct.

~**Vitamin C Gummies** 60 + 120 ct. ~**Vitamin D3 Gummies Kids** 60 ct.

The best-tasting Gummies, ever. The easiest way to encourage compliance.

Clean ingredients, made in Nordic Naturals' dedicated gummy facility

Gummy Display SKU: MKT-RD033_KIT. PO: GUMMY (bundle of Kids catalogues included)

MORE DISPLAYS

TWO (2) Counter Displays... every store can benefit

• **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 bottle to receive display.

While supplies last! + a great way to BUILD BUSINESS

• **24-bottle Top Seller Display Floor Display 25% OFF**

Choose from three (3) products: ~**Omega-3** 180 ct. ~**Complete Omega™** 180 ct.;

~**Arctic Cod Liver Oil™** 180 ct.

Position floor displays in strategic places, so everyone HAS to ask "Am I getting enough Omega-3s in my diet daily?" Use the Promotions that you signed up for: and buy big on your monthly sale

endcap allotments **Promoting Health + Help Correct the Global Omega-3 Deficiency**

NATURAL PRODUCTS EXPO WEST BOOTH #4157

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 placed in March

2018 PROJECT: Build a Wall of JUVO for Community Health . GOAL: JUVO every day for Health

- * **Natural Raw Meal* Canister**
- * **Raw Green Superfood Canister**
- * **Raw Green Protein* Canister***
- * **Raw Meal Fantastic Berry* Canister**
- * **Raw Green Grass Bottle**
- * **Raw Meal Green Apple* Canister**
- * **Raw Meal Vanilla Chai* Canister**

* also available in 10-packet single servings

HIGHLIGHT JUVO Raw Green Protein

PLANT BASED PROTEIN + Organic freeze-dried whole foods. USDA Organic Certified + Circle-K Kosher-Certified Non-GMO Project Verified label on canister mix with water or other beverage of your choice

JUVO Raw Green Protein

23 grams of high-quality plant protein (per servings 480 gms). Brown Rice Protein, Hemp Protein, Spirulina, Quinoa, Millet, Amaranth + Flaxseed. 33 blended, powerful & organic Raw ingredients

^ **MORE THAN PROTEIN:** a delicious, whole foods protein formula

^ A blend of powerful Organic Raw Ingredients - Freeze-Dried to preserve enzymes, vitamins & minerals.

^ phytonutrients & antioxidants from 10 berries (ORAC = 3100)

^ seven (7) Alkalinizing Green Sprouts, plus Grasses + Veggies. Organic Natural Apple Flavor. Absolutely No soy, Gluten, Yeast and Whey

^ **SUITABLE FOR VEGANS;** all plant ingredients

No Animal products or Byproducts

Made in the U.S.A.

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



DRINK OXYLENT BREATHE LIFE™

MARCH LINE DRIVE

This is the Year – Get Ready to Join in

20% OFF*

Independent Retail Store Promotion

- **Oxylent® Sparkling Effervescent One-a-Day Multis** packets + canisters

The products that started it all!

- **Prenatal Oxylent®**
- **Children's Oxylent® Bubbly Berry Punch**
- **Sports Oxylent®**
- **Immune Oxylent® NEW!**
- **Oxylent® Caps NEW!**

Highlight Oxylent® with the 4 Steps to Essential Wellness Campaign.

Display a Poster encouraging health this Spring; endcap the participating companies

+ get an additional **5% OFF** orders Through March 31st, 2018!

Natural Products Expo West® Booth # 4177



Dr. Ohhira's Probiotics

EXCEPTIONAL Marketing Opportunities

Ask your BMC Rep how you can save on orders from now till March 31st 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 participation in the 4 Essential's Program to receive an additional **5% OFF** your order, through March 31st, 2018. [The store will need to confirm an endcap is being created].

(1) **Act Now**

(2) **Maximize your Expo West orders with an additional 5% and Highlight Dr. Ohhira's Probiotics in time for Spring Seasonal Detox**

Intriguing Bestseller expected back in March Get your orders in immediately to your BMC

Rep for:

- Reg'Activ® Detox & Liver Health™**
- Reg'Activ® Immune & Vitality™**
- Reg'Activ® Cardio & Wellness™**

A Probiotic Strain that Makes Antioxidants Discover Lactobacillus fermentum ME-3: Powerful Effects for Cardio, Detox, and Immune System Wellness.*

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

* these statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.
Natural Products Expo West® Booth #4461



March 2018 Promotions

Buy-in dates through 3/23/2018

10% OFF direct orders

independent stores

Michael's Favorite! Therapy Oil – limitless applications!

Recommended for the gym, the jungle, the bed, the beach, the kitchen, the kennel, the woods, the weeds, the hotel, and hospice, too! In 1994 this formula was judged "Outstanding" and awarded Grand Prize by master herbalists at the 2nd International Herb Symposium, and since then Therapy Oil™ has been acclaimed as a versatile soothing oil to relieve pain, swelling, skin irritation, and stiffness. Our non-staining, non-greasy, highly concentrated formula has a soothing herbal aroma & is designed for instant action without that menthol-medicinal smell.

Customers have used Therapy Oil™ for bruises, creaky joints, insomnia, muscle aches, arthritis, itching, shaving, razor burn, sunburn, rashes, massages, dry skin, minor cuts + skin tears, bruises, inflammation, redness, eczema, labor pain, swollen ankles, fibromyalgia, and diaper rash – just to name a few!*

Wart Wonder™ – the 1st all-natural, non-invasive solution for common & genital warts.*

- **Regular Strength** - for warts on the feet, hands + body
- **Delicate** - for warts located on sensitive areas, such as the face or genitals

- **Super Potent** - for even faster results*

2 fl. oz. Certified vegan + cruelty-free. 100% natural. Free of preservatives, chemicals + synthetic ingredients. Handcrafted in small batches for freshness & effectiveness.

* Disclaimer: Have your situation diagnosed by your qualified health care professional. The information herein is not meant to substitute for the advice of your physician and has not been evaluated by the F D A. These products are not intended to diagnose, treat, cure, or prevent any disease.

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

LINE DRIVE

20% OFF invoice

direct accounts only

Everything on sale

- **All DISPLAYS**
- **All ECO-CLIPS**
- **All HANGING CARTON DISPLAYS**
- **All HANGING HANGING BLISTER PAKS**
 - **All ORGANIC LIP BALMS**
 - **All SUNCREEN LIP BALMS**
- **All MEDICINAL + ENERGY LIP BALMS**
 - **All HEMP LIP BALMS**
- **All Larger-SIZE ONE WORLD LIP BALMS**
 - **All MONGO KISS**
 - **All ECOTINTS**
- **All PURE & SIMPLE 100% Edible Organics**
 - **All BEE FREE VEGAN**
 - **All LIP SCRUBS NEW**
- **LIP FOOD** – A nutrient-dense Organic Lip Balm from Eco Lips
Three new SKUs –
NOURISH, PROTECT, and PLUMP
Display 20 ct. .15 oz. net wt. wholesale
\$2.09 SRP \$3.09

Nourish Lip Food: with spirulina blue green algae; Lemon

Plump Lip Food: with chamomile mushroom extract. Rosemary Mint

Protect Lip Food: with Vitamin C-rich Kakadu Plum oil; Vanilla Lavender

The Best Lip Balm for the World



bodyceuticals

15% EARLY BIRD EXPO DEAL

15% OFF your ENTIRE ORDER
when you place your show order
EARLY

from Monday, March 5th through
Thursday, March 8th!
CODE: EARLYEXPO

MUST use code "EARLYEXPO" to receive deal
only March 5th - March 8th
please no exceptions.

Do not need to attend Expo
to receive discount!

Discount not valid on calendula honey or
culinary calendula.

No double discounts or back orders.

10% OFF NEW LOOK

Our BodyCocktail has a new name and look!
Introducing our Body + Hair Sheer Oil!

Available in our 2 top selling flavors,
Coconut + Aloe (previously Coconut Chi Chi) and
Vanilla + Avocado (previously Vanilla Creme).

Now both flavors are available in

NEW 3.5 oz economy sizes!

CODE: MARCH18

10% OFF NEW FACE CARE

• **Neroli + Calendula Firming Crème for Face,**
Neck & Decollete

• **Pacific Northwest (PNW) Raspberry Seed**
Illuminating Beauty Drops

• **Pacific Northwest (PNW) Blackberry**
Seed Restorative Beauty Drops

CODE: MARCH18

Natural Products Expo West® Booth #2625

AROMA LAND WELLNESS®

Sure CBD companies are arising a dime
a dozen but one is truly gaining traction

BMC is your best CBD company!!

we are opening new accounts weekly!

* 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: cvhemp.com

C-VERIFIED HEMP PRODUCTS

are best-sellers in many stores

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

Aroma Land advises using 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"]

• batch 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:

Balm – Cool Balm – Warm Balm – Soothing

~ C-verified Daily Caps 30 softgel capsules 10 mg + 25 mg

• C-Verified Hemp Cream tubes: 3 sizes

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

They are back: Aromaland Wellness once again
is selling two types of products

~ Full-spectrum Hemp extract (above) and now

~ **CBD Micro Extracts**

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

~ **CBD Micro Extracts**

~ **CBD micro-infused Cream tubes: 3 sizes**

AROMA LAND

March Bodycare Promo*

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.

Buy 3 ea. per SKU = 10% OFF

Buy 6 ea. per SKU = 15% OFF

Buy 12 ea. per SKU = 20% OFF

Essential Oil Promotion (10 ml.):

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

~ **Personal Defense** blend

MORE DEALS!

• **Jasmine & Clementine glycerin bar soap.**
long-lasting 4 oz. size **10% OFF in units 6 ea.**

• **SPECIAL "Defense Formula" Hand Soap**

Promo ordered in cases of 6 each/12 oz.

regular/sale price \$5.99/\$4.99. MSRP \$11.99.

Case \$30!

• **Facial Serums INTRO PROMOTIONS**

Bring youth back to your skin through May 15th

(in eaches) reg. wholesale \$12.49;

on sale for \$9.99; MSRP: \$24.00

1 oz. serums for nine (9) Skin Types:

^ Cleansing ^ Dry Skin ^ Mature Skin

^ Oily Skin ^ Normal Skin ^ Sensitive Skin

^ Moisturizing ^ Toning ^ Problem Skin

NEW! Facial Serum Skin Repair for men + women

reg. wholesale \$24.99; on sale for \$19.99;

MSRP: \$49.99

Immune HEALTH BASICS®

March Immune Season Promotions
250 mg/60 ct. Wellmune WGP® Buy
12 bottles + get 2 bottles FREE

"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+

for a healthy school & family!

Immune Health Basics® Children's

Chewable Beta Glucan with Wellmune WGP®

25 mg. per tabs. 60 chewables, Orange Flavor
wholesale- \$11.99.- SRP \$19.99

STRESS, ENERGY, ENDURANCE REV•UP WELLNESS

is powerful nutritional support

Rev•Up Wellness DEFENSE with Wellmune®

Rev•Up Wellness ENDURANCE

Rev•Up Wellness VELOCITY with Wellmune®

Featuring **Abigenol® European Silver Fir Bark extract**

~ 6 phenolic acids, three flavonoids, four lignans,

low molecular weight polyphenols + bioflavones,

proanthocyanidins + oligophens.

(30 blister-pak table box)

AMAZING Intro Deal NOW

NEW STORES: BUY 2, GET 2 FREE

of any RevUp SKU: through 03/31!!

^ Store members who sign up + complete Learn more
+ Earn **FREE** product training module [two videos]
will receive a free 250mg/30ct bottle)

GROW NEW BUSINESS

with scientifically-proven nutritional support

<http://immunehealthbasics.com>

MushroomScience®

The Flu Battlefield is still Active!

no matter how you have fared to-date,
everyone can use

Mushroom Science®

Immune Builder®

Promote it! You may find you have more
mushroom fans & mushroom curious
shoppers than you realize!

MARCH PROMOTION*

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

12 ea. = 20%

Immune Builder® 90 vcaps

Formula: Organic Maitake (hot water extract
+ Maitake powder), Agaricus blazei extract,
Organic Coriolus versicolor extract, Organic
Reishi mushroom extract, Organic Shiitake
mushroom extract. (ALL hot water extracts)

The best-margin mushroom line

GREAT SAVINGS: 90 veg caps.

Best value!

Mushroom Science manufactures and distributes
the only complete line of guaranteed potency
mushroom supplements in North America.

~ not combined with other specials

~ must mention 'BMC March 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.

Natural Products Expo West® Booth #4665



SURYA
Brasil

Love Your Hair

Surya HENNA POWDER & HENNA CREAM

*People are letting their hair down. Show them the
best way to bring new life to Sunny-day hair*

Surya Henna powders 50g/1.76 oz.

Henna with natural oils, herbs + fruit from India
and the Brazilian Amazon.

• Mahogany • Ash Brown • Brown • Neutral

• Golden Brown • Red • Strawberry Blonde

• Burgundy • Swedish Blonde

All Surya Brasil Henna Powders, except Neutral and
Dark Hair Treatment, cover grays in one application. If
you are more than 40% gray or white, we recommend
Henna Cream for best results.

Henna Creams 2.37 fl. oz.

15 shades of beauty: which one are you?

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

• **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**

Special deals for retailers who visit the booth

Natural Products Expo West® Booth #2451



for your health is to strengthen your immune system—probiotics and the way they strengthen and support the entire body make them the perfect complement—creating a core program of Omega-3s and Probiotics to facilitate optimal cannabinoid performance. This strategy is good nutrition, wholism and the way to get that new CBD aficionado to make their investment work. It will also encourage them to maintain a nutritional profile that will be that daily dietary support to bring them noticeable health results.

If someone wants CBD, the major mistake is to miss the opportunity to explain that the best package deal is the addition of Omega-3s and Probiotics to that conversation about CBD. Nutrition is progressing forward, and at a time where we need stronger healthy bodies and minds more than ever: today's nutritional centerpieces are Omega-3s, Probiotics and **C-Verified Hemp Extract™**.

Now is the time to make changes to your normal ordering patterns and to current store sets. As we all know, the market is changing faster than a nor'easter and when all these disruptions settle, the successful natural health food store of the future will look very different than what you were carrying 15 years ago, or three years ago—or in 2017. Companies with new nutraceuticals to pay attention to—besides **Nordic Naturals®** and **AromaLand Wellness®** above—are **Essential Formulas®**, **Immune Health Basics®** and **Oxylent®** by Vitalah®.

Probiotics are here to stay: we all now know that. But if we are looking to optimize the potential of Cannabinoids (or anything else for that matter), then tossing in a couple strains of probiotics is not going to do the trick. For over 15 years, I have seen the market for probiotics develop and flourish, and I have seen excitement surge, and products with juicy discounts prosper, and overrated products touch first base in our stores and then jump eagerly and without apology to the mass market (it irks me too when I see the Renew Life® giveaways in the national drug store chains). I have also watched and steadily gained admiration for the amazing and unmatched whole food probiotic that is **Dr. Ohhira's Probiotics®**. Anyone who is immersed in the field of probiotic nutrition acknowledges that this product is a step-above, and the genius of fermented whole food manufacture is just beginning to be understood. This product offers so much more. **Dr. Ohhira's** is the only whole food probiotic that supports the entire microbiome with prebiotics, probiotics, and postbiotics. Probiotics, move over: the current research is all about the other materials manufactured by these bacterial allies. Follow the more recent information, catch as many trainings as possible from Ross Pelton, R.Ph., Ph.D., CCN. The information is out there, and we want to get it to you. Our knowledge of probiotics' benefit is still in its infancy. When the human biome projects started, our knowledge of probiotics expanded like warp-speed out of Star Trek. What we are now understanding about the function of post-biotics (alone) on human health will eventually become an even bigger quantum leap. It is being understood right now, and it in some measure explains that even though the fireworks of new

probiotics' products has lit up the retail sky, the findings and research by Dr. Ohhira and his team have made these products by Essential Formulas® the choice of the most progressive of health care professionals.

And now an even more intriguing probiotic is the **Reg'Activ®** line that Essential Formulas® introduced in 2015. This is a probiotic that makes antioxidants, and it is the best way to increase Glutathione levels in the body through the diet! Discover *Lactobacillus fermentum* ME-3™. If you work in natural health, you need to understand the advancements in Glutathione.

If you understand Glutathione, you will embrace *Lactobacillus fermentum* ME-3™ found in **Reg'Activ®**. The brand name **Reg'Activ®** was created from the words "Active Regeneration." This expresses what occurs when the patented probiotic *Lactobacillus fermentum* ME-3™ remarkably produces and recycles Glutathione, the "Master Antioxidant," resulting in higher levels of active glutathione functioning in the body for a longer period of time.* Glutathione is the guardian of every cell in your body: "why aren't more people talking about it?"

March would be a great time to introduce **Reg'Activ™** as Essential Formulas® is participating in the **4 Steps to Essential Wellness Promo** (ask your BMC Rep about how to participate and gain an **additional 5% OFF** March orders by creating an endcap!) but the truth is that after a few positive media pieces on the product, all three **Reg'Activ's** are outta stock. The first product to return, right after Expo West, will be the **Reg'Activ® Detox & Liver Health™** in perfect time to add to an endcap with the newly re-labeled **Dr. Ohhira's Probiotics®**.

Glutathione is essential to human life, and through life and the aging cycle, we can often have enough of a deficiency of glutathione to prevent body homeostasis. As importantly, bountiful glutathione levels are a prerequisite for optimal health. If a nutritionist looked at your heavy investments in turmeric endcaps (and the cost for therapeutic value of this singular brand of antioxidants), they might quip that you are overcharging for an undervalue—and that maybe you should highlight, educate and market on the ME-3™ probiotic found in **Reg'Activ™**.

We all know the Turmeric is a spectacular root medicine, and that its antioxidant versatility is incredible: thankfully, BMC represents one of the only certified-organic Turmeric on the market with the **Herb Pharm®** liquid extract and veggie cap options. Looking for the most precise curcuminoids on the market? **Nordic Naturals®** pioneered the patented **SLCP™ Longvida® Optimized Curcumin** that anchors two of their existing products, with more in the future (<https://vs-corp.com/longvida/>). Omega Curcumin is an amazing superstar product, and Nordic's **Omega Memory** with Curcumin is becoming a go-to product for that category, with the Longvida® raw material and its promise making it clear that the appropriately manufactured turmeric curcumin is more versatile than earlier healers using turmeric ever imagined.

I would never balk at a turmeric recommendation. In my public health talks through Wildberry Education™ I have always taught that there are 5 things more important than a Multivitamin, and in that discussion, my



ECOLIPS® FOR WELL-FED LIPS

for real food options;
for something new + exciting

LAUNCHING March 01: LIP FOOD
A nutrient-dense Organic Lip Balm from Ecolips
Three new SKUs:
NOURISH, PROTECT, and PLUMP

Name	Flavor	Feature
NOURISH	Lemon	Spirulina Blue-Green Algae
PROTECT	Vanilla Lavender	Pumpkin Seed Oil
PLUMP	Rosemary Mint	Chamomile Mushroom Extract

Nourish Lip Food: with spirulina blue green algae; Detoxifies & hydrates to soothe the lips

Plump Lip Food: with chamomile mushroom extract; Invigorates & moisturizes for a smooth, full look

Protect Lip Food: with Vitamin C-rich Kakadu Plum oil; Fights free radicals that age the skin

Lip Food .15 oz. net wt.
wholesale \$2.09 SRP \$3.09

- New and beautiful satin .15oz lip balm tubes with large "overcap"
- 20-ct. Gravity Feed display for each individual flavor.

New 2U: Kakadu Plum oil (*Terminalia ferdinandiana*) Seed Oil. a hot new superfruit from Australia. It is sourced from the Kimberley region of Western Australia. Eaten raw locally as a food, it has been noticed as a superfood for its high concentration of Vitamin C (50x more than oranges), which we know is excellent for skin health and collagen support. Protect Lip Food provides this exciting fruit oil with Pumpkin Seed Oil for something new to delight!

order has been (since the beginning of this Century), an Omega-3, a Probiotic and the rotation of quality Antioxidants. My warning has always been to not target one antioxidant as the best; after all, who has the wisdom today to know whether resveratrol or astaxanthin, or pycnogenol or grape seed extract, or alpha lipoic acid or CoQ10/S.O.D./Glutathione, or turmeric or Abigenol® is better?

If you are looking for more money from other places, then you should be versed enough to both explain all of these products and to know when they are appropriate. All of these antioxidants are almost universally beneficial. The assault of chemical reaction that is free radical damage is more common than sands washing in on the ocean's shores—except the free radical cascades in our body are much, much faster waves. Ubiquitous, constant, electrically kinetic (theoretically 6 x 10⁶ m/s). And each of those electron assaults can be made neutral by the antioxidant activities of the friendly foods that contain our industry's most accepted antioxidants.

As we look at the horizon that is 2018, we can think about how we handle these superfood antioxidants, and it can be said that: (1) we will either increase business by selling all the antioxidant superfoods that we currently inventory; or (2) promote new and intriguing antioxidants, or (3) maximize our focus and success by selling the current stars of clinical research while simultaneously advancing interest in the latest credible antioxidants.

continued on page 7



And it is rare that a credible and exciting new antioxidant arrives on the scene. This should be a time of celebration and education. Today is the day to call in an order for the 2 + 2 opening order for new accounts that **Immune Health Basics**® is offering for the new antioxidant, Abigenol®. **Rev*Up Wellness**® launched three new formulas that highlight the new antioxidant products now available in the USA from the silver fir tree bark. BMC highlighted Abigenol® in the September, 2017 BMC newsletter. It is time for stores to kick it up, and alert their customers to new opportunities. Abigenol® is powerful stuff. Here is tree food, properly processed, that holds an antioxidant complex that is very rich with healing potential. In one pill of **Rev*Up Wellness**® there are two levels of support. First, all the three **Rev*Up Wellness**® products contain Abigenol® which truly offers an incredible value for a product with the antioxidant support of low molecular weight polyphenols—and the natural bioflavones, proanthocyanidins + oligophens. The silver fir extract is a superfood antioxidant cocktail just by itself.

Second, each of these three powerful and innovative products is a formula, that contains other complementary and supportive nutrients. For the end of Cold/Flu season and the beginning of Allergy season, you can promote the two products that contain the superlative immune-supporting beta glucan, **Wellmune WGP**®, from **Immune Health Basics**®. This is a wonderful way to get your community to add this important nutrient into their diet:

Rev*Up Wellness® **DEFENSE** is the immune support Supplement that marries Abigenol® with the proprietary beta glucan **Wellmune WGP**® that makes **Immune Health Basics**® so respected: while **Rev*UP Wellness**® **VELOCITY** is the natural energy boost product that fits so easily into the antioxidant regime that you promote in your Sports Nutrition section. Whether we are educating on general immune balance for any season, or countering the stress that heavy exertion puts on the body, these two products bring the goodness of that antioxidant cocktail of silver fir tree bark extract to a formula that includes the clinically-proven and safe, immune cell activating **Immune Health Basics**® beta glucan. Quick, can you name another set of products like this? So, if you are looking to add an antioxidant to the equation, this provides more complete nutrition at a better cost than almost every turmeric on the market. Good times: are you ready!?

Rev*Up Wellness® was selected among the top Multivitamins of 2016 for Innovation the year it was launched. **Rev*Up Wellness**® **ENDURANCE** contains the highest amount of Abigenol® and is the perfect complement to any therapy, and can function for many as their daily Multivitamin to power up the body against daily stress. For \$150, you can get 12 of these products in your store, placing them in several categories to make the first bold move of starting new antioxidant opportunities for your community. Want to start with a bigger buy to gain a new audience with three exceptional new formulas? Ask your BMC Rep for some ideas to take advantage of this deal.

Rev*Up Wellness®, **Reg*Activ**®, **AromaLand Wellness**® **C-Verified Hemp**™—how many are you currently stocking? How

many of them are you marketing well to gain new customers? All of these excellent options have now been around for more than one year, and many stores are having good to great success with them. Looking for new business? Avoid me-too, wanna be, copycats and frilly, over-hyped nonsense. You can always expect the best from Blue Moose Consulting. All of the products are destined to raise your bottom line if you work to make it happen.

What is most new? Well, **Oxylent**® continues to gain that strength of leadership that has made this natural channel the great health resource that we are. Launching officially at Natural Products Expo West® (although these products had a soft launch as we moved into 2018) **Oxylent**® has entered the world of encapsulated nutrition. This is an opportunity for you to expand your preferred options.

Oxylent® has always been about innovation. And they have shown an admirable penchant for utilizing superior raw materials. These are the attributes that you want from companies that you join forces with as we all move forward into this brave new world.

Multivitamins: what have you seen recently that excites you? Honestly, more importantly, what is the health of your Multivitamin category? When I was in health food retail (from the last century, 1999), I saw dozens of Multis selling every week. I ordered a healthy amount of Multis. Why for most stores has that habit dwindled? Maybe because we have stopped bringing excitement to topic of a daily Multi. Again, the math: (1) can you bring fire back to some of your favorite Multis; (2) can you bring excitement to the latest product(s) if you believe in the item(s): and are you ready to work to accomplish both (1) and (2) to create three-times more business?

Oxylent® spells it out for you and the customer, and it is simple: two Multis—one for Women and one for Men—that provide Vitamins, Minerals and Superfoods. They have wisely chosen to box these bottles to present more information on the product. Blue for Men, and pink/rose for Women: elegantly presented!

Both products are 90 vegetarian caps, for a 30-day supply. \$34.95 means \$1.16-a-day for a 3-a-day. Each product draws you in with premier items that people are looking for: Marine (fish) Collagen (200 mg) and Resveratrol extract (Japanese Knotweed) (50 mg) in the Women's Formula; and in the Men's Formula, Maca powder (200 mg) and Tribulus (fruit) extract (20 mg). The person most likely to choose a Premier Multiple, will certainly be intrigued by these highlights. A look at the nutritional panel will show a safe and well-defined USP-nutrient profile, including 100 mcg of Folate—and K2; and a fine selection of Albion® amino-acid chelate (TRACCS®) Minerals. The products both offer a wonderful selection of whole food nutrients in a Synergized® Superfood Blend including 29 certified kosher and organic vegetables, fruits, algae, sprouts, grass juices, mushrooms, herbs & enzymes. An exclusive superfood blend that you will be happy to explore, point out, and gain personal energy from!

I am happy to be selling a world-class Multiple (again), and BMC will be talking loudly about this new launch. These two winners launch with equally exciting products we are coming to expect from **Oxylent**®—a **Restorative Antioxidant Formula** that is so

impressive that we will touch on this in another BMC Newsletter article, and an **Oxylent**® **Memory Formula**, that is already being added to another upcoming newsletter issue, where we will discuss the excitement about the raw material Cognizin®.

How to add a Men's & Women's formula to your store set? Well, first, the **Oxylent Effervescents** that started it all are already sought-after as Award-winning 5-in-1 Multiples: **DRINKOXYLENTBREATHELIFE**™. It seems absolutely logical to place these items there—to offer different methods for compliance. Good work, **Oxylent**®. As you look to support the lines of the future, you could easily highlight these two Multis (or all four new products) on an endcap that promotes the equally new and very timely **Immune Oxylent**®.

Immune Oxylent® is the most important product that you have missed for the first two months of this 2018 season!! You know and understand immune support!?? The product was there/is here. **Immune Oxylent**® could not have launched at a better time: a fast-acting source of key immune-nutrients in effervescent form, for when help is needed now. Bubbly immediate immune-tools: the best product to promote as the “take this now” to get through the Cold/Immune Season that is still lingering like a storm off the coast. It's not too late to make a splash by bringing new goodies to your community as they recover from the ravages for **Immune Attack 2018**. 1000 mg of Vitamin C as acerola fruit and calcium ascorbate; 2,000 IU of Vitamin D3; Albion® Chelated Selenium and Zinc: and Coconut Powder and Pink Himalayan Salt for needed additional hydration, for when the moment strikes! This is the premier nutraceutical to combine with any other favorite protocol that you endorse. This is the fast support that aids anything else, or everything else: and this is the product that should become your next immune season best-seller. The name says it all: **Immune Oxylent**®: stock up now!

Long after the current immune challenges have subsided, another type of Immune conundrum arises: allergy season. **Immune Oxylent**® is useful year-round, but it will become a first-reach choice for health needs from September through June. **Immune Oxylent**®: bring it forward, endcap and case-stack it now. **Immune Oxylent**® offers a superior alternative to high sugar vitamin C formulas by providing a high-quality and no sugar formula containing vitamins, minerals and raw coconut powder to boost, maintain and support the immune system*

Your next best-seller has arrived, in three tasty flavors: Blackberry-Lemon Boost, Raspberry Lemon Boost, Tangerine-Lemon Boost, and the versatile Variety Pak. (30 stick packets per container)

Again, this is the perfect time to load up on **Immune Oxylent**® and all four of the new **Oxylent**® caps. This is the month: get ready to join in: the March **Oxylent**® 20% OFF line drive for independent health food stores. Participate in the March **4 Steps to Essential Wellness** Promo (along with **JUVO**, **Nordic Naturals**® and **Essential Formulas**® with off-shelf placement) and receive an **additional 5% OFF** items highlighted. Nice deal for new awesome products!

In the February issue of the 2018 BMC newsletter, we suggested ways for you to grow

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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."

Looking at the Horizon

continued from page 7

your bodycare business like never before. The best direction involves three plants: calendula (**Bodyceuticals**), rose hip seed oil (**Trilogy Natural Products**), and whole leaf organic aloe vera juice (**Aloe Life**). Yes, there are exciting new bodycare products that you can highlight with glee: consider Bodyceuticals new **Berry Beauty Drops**; and **Eco Lips** just-announced new **Lip Food**; and the new **Aroma Land** Facial Serums with essential oils. and the **AromaLand Wellness** C-Verified™ and CBD creams and balms; the **Newton Homeopathic** Creams; the **Surya Brasil** Henna for Eyebrows; and the new **Trilogy Natural Products** Very Gentle Range of products (because these are the customers you want!): Cleansing Cream, Calming Serum, Restoring Oil, Moisturizing Cream, Eye Cream and Hydra Mask) New products—modern products—to grow your bodycare sales.

Sometime after Expo West, **Nordic Naturals** will be launching more new products worth adding to your sets: Marine Collagen, Curcumin Gummies (mango-flavored), Melatonin Gummies, and Omega Focus—for adults.

The horizon is what you see it to be: maybe. We all can agree that the natural channel is growing, changing and in turmoil. Know who your friends are, and stay true to your mission. If your mission is carrying and recommending the best products, then Blue Moose Consulting is here to help you. We are advising you to grow with the flow: Omega-3s; whole food fermented probiotic/post-biotic products: C-Verified Hemp™. Earlier healers would marvel if they time-traveled to today. Believe that new natural food antioxidants are a cause for cheer, and throw a welcome party! Earn that reputation by educating on Glutathione now. Act now to make **Immune Oxylent** the next new product that people reach for. Your community depends on you to advocate the next important new products, and they will trust you enough to give you their continued business if they believe that you will direct them to what is good and valuable, and away from that which is not necessary or overvalued in any way. The future, therefore, is yours to choose. ☘

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



How to Reach Blue Moose Consulting

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

Blue Moose Consulting • Michael Hennessey
cell: 202-236-3735 • fax: 888-646-5833

Michael@bluemooseconsulting.com • www.bluemooseconsulting.com
PO Box 557 • Falls Church, VA. 22040-0557

COMPANIES REPRESENTED:

Newton Homeopathics

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

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

Trilogy Natural Products

www.trilogyproducts.com/us/
hello@trilogyproducts.com
supported by Kestrel Sales & Marketing
Trilogy US Office:
503.695.6533
sales@kestrelmarketing.us

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

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
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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

Wellinhand

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

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