



BLUE MOOSE CONSULTING NEWSLETTER

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Talking Business: Swimming in Echinacea

Happy Spring: enjoy the season. For most stores, this is the time to get rid of product that no longer fits your sales model or that can be termed as last year's model. Inventory is judged and spring cleaning occurs. Sometimes, it is prudent to look at the inventory that you have in your store, and consider that maybe there is a second—maybe even more valuable—use for things that you already have available to sell today!

It is time to take stock. Every Year we play the stock market of inventorying product for the pending Cold/Flu season. In case you had not noticed, last year was a stronger than average Immune Challenge Season, and we all survived. A new season is here and it is getting too-warm too-quickly here, as I write (I personally prefer the Fall, with its sweaters and falling leaves). Our realities now are the allergies engulfing the mid-Atlantic, and the necessary building of the immune system to meet these challenges. This year's harvest of flowers, shrubs, trees and grasses

are all making their way forward, and if the body is not toned and properly restored for this budding season, then imbalances will rise and symptoms will erupt—and people will feel miserable. This is not necessary, and as we move toward 2020, we are becoming more aware that we have to take on the realities that we need to strengthen the body to coexist with our world environment out of balance.

Some people would say that their immune season is over, and I will once again see stores pack up their immune stuff and move it to the back endcap while simultaneously bringing the First Aid products and skin balms to the front for the outdoors season. The progress of natural health retail.

Last year was a pendulum for many stores: they stocked up on immune products late, and then they failed in the pattern of having what people needed when the Flu hit stride, and many buyers were unable to accurately judge that time when the seasonal invader goes home, and

people resume their normal life without the perceived need to dose with immune-activating naturals. The end result may be a big inventory of heavy immune artillery. I am sure people were unhappy when there was an industry dearth of elderberry (proving that good natural medicine cannot be made overnight, and it is the responsibility of the store buyer to plan intelligently for every phase of the yearly Cold/Flu Season) in late January when the flu was hitting an unexpectedly higher fever pitch. Do you currently have extra herbal antivirals stocked deep in your store?

Some stores never overstocked Echinacea in the last five months because, well, they for whatever reason, have relatively given up on one of the best herbal medicines ever found from the plant world of the American Plains. Other stores have always appreciated Echinacea, and understood its multifaceted brilliance, and I am in some ways speaking to them: they may be

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Talking Health: The Exquisite Miracle of Collagen

We are all bound up in exquisite collagen and that should make us feel secure and well-made. Spindly little amino acid fragments that move like an intelligent army, always building and providing: something most of us have never thought about till now. Look for collagen to become the word of the year: everyone will want to know about it, and you will be expected to educate on it if you have it in your store. Enter the world of collagen sales.

Collagen was the star of Expo West 2017, and right in line with that, **Nordic Naturals**® introduced their **Marine Collagen** product, which is now shipping to all those stores that equate Nordic Naturals® with nutrients essential for healthy living.

A little tasty intro on why collagen is exciting health advocates and bringing new customers into stores: having collagen in our cells is why the body does not fall apart! Other areas of research (not yet substantiated by the FDA, and not presented in any way as a cure for a disease): collagen helps stimulate the body's own collagen-producing cells*; provides antioxidant support and aids in normal collagen formation* and is considered a choice for healthy skin*

The current rage is for healthy-aging! (not anti-aging: "healthy"-aging... especially with nutritive preventative supplementation). We know that collagen strength changes as we age: think wrinkles. Elemental physiology premises that collagen makes our skin strong, supple, and

elastic. The current market for collagen has been for healthy hair, nails and skin: and your sales will skyrocket in that blossoming bodycare section you are working to overhaul in 2018 if you upsell a collagen supplement to everyone shopping in these health categories! Collagen supplementation is advanced Health and Beauty.

While wrinkles are a national security issue, collagen does so much more. Collagen is the most abundant single protein in most vertebrates (humans included), constituting up to nearly one third of the total body protein mass. Collagen is the main component of connective tissue! Stopping here, as we will be learning more about collagen every month for the foreseeable future, we can already see the purpose of collagen supplements for vein-circulatory health, exercise protocols, heart/organ health, and joint health. We are just exploring the potential of healthy collagen profiles in helping to maintain optimal and resilient cell health, and immune-inflammatory response pathways. Collagen is the highway outside the cell wall that allows for all the bustle of communication that occurs for our bodies to work. Bad highways, horrible transportation! Good highways: better health. Collagen is the brickwork of these highways. Collagen builds the structure of most of the "structure"-function: exquisite collagen.

And not all collagen products on the market today taste good. Many have other undesirable ingredients added, or high sugars from various

sources: all unnecessary in a supplement, with sugar almost being the anti-collagen. Nordic Naturals® **Marine Collagen** tastes good: from morning nutrition shake, to tea, to beverage of your choice, to straight up with some clean water: Nordic wins on taste!

Already have collagen in your store? Trust me, the market will become saturated with collagen faster than you can spell fibroblast. As we all know, our job is to carry the best, promote the best, and differentiate why our stockpiles are better products than their stockpiles (let me know when you see a collagen product in CVS or Macys). I introduce you to the best collagen on the market: the health food store option for collagen has now arrived!

Think that you can avoid collagen or wait to get with the message? The market is already there, and it will balloon: do not hesitate. In less than one year, collagen sales have grown over 750% and I expect that number to increase this year, as the best nutritional educators in the world get their minds focused on this exquisite supplement.

Exquisite: *a. characterized by highly skilled or intricate art; excellently made or formed*

Beyond healthy hair, skin, nails and joints (cross-merchandising heaven), the research is there that collagen plays an integral role in heart and immune health. Of course, every

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Swimming in Echinacea

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swimming in Echinacea right now, because they saw how February began with lotsa sick people and they wanted to have the store medicine cabinets full to offer people the best products available for their immune challenges.

To everyone, this is a friendly reminder that we are still in immune season. I have always used the herbs echinacea, elderberry and olive leaf to teach new store employees about how to present products to a customer. All three superlatives are known antivirals, yet none of the three is perfect for everyone (which is a mistake many stores make). I suggest that if one looks at the more understood secondary actions of an herb, then making choices is often a little easier. In this exercise, it is noted that elderberry is comparatively the most antioxidant-rich of the three; and olive leaf has strong evidence of use for people who are high strung or who have blood pressure concerns; and then there is echinacea. Of the studied use of these three plants, echinacea is the most versatile. Of the three, most of the herbalists whom I have spoken to agree that Echinacea works the most quickly. Echinacea has been shown to modulate the inflammatory activity of the body, and Echinacea has a long and respected use as an alterative.

Echinacea is a respected alterative. To quote Herbal Ed Smith: "Alteratives and depuratives, which are known in traditional folk medicine as blood purifiers, are a very important class of herbs in botanical medicine. These herbs generally act through the lymphatic, glandular and mucous membrane systems, and to a lesser degree through the skin. Their primary action is to favorably alter disordered metabolic and catabolic processes, especially those associated with the breakdown and elimination of metabolic waste. Their related secondary action is to enhance better overall absorption and assimilation of nutrients. Collectively these metabolic and catabolic activities serve to balance and normalize overall physiological chemistry and thereby restore vital health". Again, Ed

teaches well through clear and correct word choices. That is some description! Where can a person find the language of alteratives and the best stuff? Your local community health resource center: the health food store.

To me, at the beginning of a cold or flu, Echinacea's activating actions make it the best choice, but—as I try to encourage a nuanced approach to understanding herbal use—I tell people to story-tell the clear differences of these three herbs (echinacea, elderberry and olive leaf extracts), and let people understand for themselves which of these effective three might work best for them. A person who was nutritionally deficient, or with a weakened digestive system may choose elderberry: a high-energy, fidgety person might make olive leaf their first choice; and a person who could use a little "blood cleansing" (as they say) might benefit more from trying the echinacea first. Of course, that out-of-term word biochemical individuality will be the final decider, but if a person takes this approach of presenting products—then, above all else—they have taught the customer that herbals are multifaceted and have many beneficial uses. They have taught another person the benefits of studying herbal medicine's uses.

Our understanding of Echinacea shows that it is also a first choice of the second seasonal immune season: allergy time! Let's review. Echinacea is an herbal that acts fast when one needs action. Have you ever had Allergies? I grew up with grass allergies and I was miserable in my early teens. I had allergies long enough to tear and sneeze in Georgetown's Dumbarton Oaks on visits there in the early 1980s when I first started working in health food stores. My allergies diminished in my 20s and today I rarely have an allergy outbreak: but I know that they are horrible and debilitating. I also recognize the triggers of high stress, poor rest and exercise, and bad diet. I avoid sugar, a major causal to allergies: and I use good natural preventative health care products.

If I have a bad season this year, I will reach for three proven products that I have become familiar with: **Herb Pharm's Pollen Defense™, Newton Homeopathics™**

Pollen-Weeds, and Immune Health Basics Wellmune WGP®. I consider Herb Pharm's **Pollen Defense™** liquid herb extract formula one of their best formulas —Eyebright flowering herb, Goldenseal rhizome & roots, Horseradish root, Stinging Nettle seed, Yarrow flower—and sales prove that many people agree (stock up on this winner now).

That said, I also use Echinacea daily at this time of year. I consider Echinacea an herbal superstar, and it is one herb that I almost always have close, 365 days a year. As my years of service to the natural foods movement stack up, I am probably considered an old geezer: I like to think I am earning the distinction of being wise! I remember when Echinacea was everything in our industry, and I remember a time before the Herbalists of the American Herbal Renaissance carried Echinacea to the forefront of our herbal toolbox. I am fairly certain that when I started my first job in a health food store a block from Dupont Circle in 1981, that Echinacea was not one of the better-known herbs we sold: we may not even have stocked it that Summer when everything natural was all new to me. Quickly, things changed. Other health retail veterans will remember how Echinacea caught fire. Echinacea was the Herb of Winter, and people liked the actions and results, and stores were prosperous.

Echinacea never hit stride as a top-choice for Allergy Season though, and I have considered that a sad truth with every passing year that I learn more about Echinacea. But, every year each one of us learns something new and we gain new wise ways to help our communities: why don't you consider Echinacea as one of the Herbs of Spring in your store too? Especially if you have a good inventory readily available. Echinacea wakes up immune activity if the body's own natural defenses are lethargic or worn down like a drained battery. Echinacea is another good herbal food to add to the body if inflammatory response is firing incorrectly and the body is sparking too much histamine and other inflammatory responders. Visually, the image is experiencing less sneezing, wheezing, and running mucosal everything!

Most importantly to me, Echinacea is a gentle, safe and yet very effective alterative. Think about it, when is the body most in need of an alterative? In the Spring, yes. So smart directions would lead to everyone using Echinacea as a seasonal alterative, along with other alterative favorites (that you should be highlighting at this time): burdock, dandelion, turmeric—and for deeper cleansing, wild indigo.

It is partially about the glass being half full or half empty, and partially about the health of the immune system. If the body is chock full of metabolic waste (think cell cleansing, tissue cleansing, stifled liver, bad habits, slow metabolism, poor elimination and a flunking microbiome), then obviously the ability of the body to thrive in an environment of allergens is seriously limited. Unfortunately, people are misdirected to drug-store OTCs which switch off natural body functions for symptom relief, and the body's ability to work as built then becomes further challenged over time. The logic of health should lead people to get rid of some of that metabolic waste that has built up over the winter, to cleanse with the seasons: a concept we have always promoted in the natural health food store, through alteratives like Echinacea and the use of bitters.

So this Spring, maybe you should consider stocking up and promoting Echinacea as a primary herb support for the Season. Understand Echinacea, and it will sell well all year round. Happy Spring! ☺

ACT NOW FOR NEW SALES

Plan for Mother's Day + Beautiful Gifts for All Women

From Aroma Land®: a whole new section for your bodycare set

ACT now, and give your customers something NEW. Sale to culminate around Mother's Day!

Facial Serums: elegant, naturally enhancing with pure essential oils **bring youth back to your skin**
1 oz. serums for nine (9) Skin Types:

INTRO PROMOTION through May 15th (in eaches).

reg. wholesale \$12.49; **on sale for \$9.99**; MSRP: \$24.00

- Cleansing • Dry Skin • Mature Skin • Oily Skin • Normal Skin
- Sensitive Skin • Moisturizing • Toning • Problem Skin

Redesigned labels silver foils + silver + now with an added blend of jojoba, macadamia + olive oil

^ NEW! Facial Serum Skin Repair for men + women

reg. wholesale \$24.99; **on sale for \$19.99**; MSRP: \$49.99

From Trilogy® Natural Products

Limited Edition, half bottle intro-size: Perfect for the Season. Buy now, they will go fast.....

Gain New Customers with a half-size of the iconic, best-selling Rosehip Oil Antioxidant+ 15 ml.

Half size, half price: FULL POWER. Perfect for travelling + first try use

Do Good while supporting Best Skin Health.

Charity Partnership: \$1 donation from every bottle sold will be donated to the Mants'ase Orphanage in Lesotho, a region where Trilogy sourced some of its rosehip seed oil.

[www.trilogyproducts.com/us/trilogy-talk/trilogy-gives-back-with-mants-ase-children-s-home.html].

Mants'ase Children's Home: established in 1979 by the Mophato oa Mants'ase Society, this Children's Home provides both temporary and last resort care for children who have no other safety net. In a country heavily affected by the HIV/AIDS epidemic, the home provides a loving, stable home environment for orphaned or vulnerable children for as long as they need assistance and care. In 2017, the home's staff provided residential care for 54 children at the home. The home's Community Assistance Program also assists 19 families who support 44 children, with 14 children attending the preschool at Mants'ase.



NEWTON homeopathics

Nurturing Naturally Since 1987

May 2018 Promo: 20% OFF select OTC formulas

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

- **Bug Bites~Itch Stopper** • **Breast Care**
- **Fatigue Fighter** • **Food Allergy~Additives**

May Promo Items: consider stocking liquid and pellets for summertime travel

Bug Bites~Itch Stopper (N038) for symptoms associated with bites + stings such as pain, burning, itching + swelling.

Breast Care (N064) for associated symptoms such as breast tenderness, nursing discomfort and pre-menstrual swelling

Fatigue Fighter (N050) formulated for symptoms of mental and physical exhaustion associated with illness, stress, emotional sensitivity and low energy.

Food Allergy~Additives (F058) for associated symptoms such as itching, swelling, headaches, labored breathing, indigestion, vomiting, cramping and other related symptoms. Formula includes Allersodes 60x: Food-Food Additives - Egg (whole); Food Additives (Tartazine, Quinoline yellow, Sunset/Orange yellow, Carmoisine, Amaranth, Cochineal red A, Erythrosine, Red 2G, Indigotine/Indigo carmine, Copper/Chlorophyll complex, Green S, Sodium benzoate, Potassium benzoate, Propyl p-hydroxybenzoate, Sodium metabisulfate, Orthophenylphenol, Sodium nitrite, Sodium nitrate, Ascorbic acid, Sodium mono/bi/triphosphate, Aspartame, Monosodium glutamate); Meat (Beef, Pork, Lamb, Chicken, Turkey); Shellfish (Clam, Crab, Oyster, Shrimp, Scallop). Allersodes 15x: Food~Spices - Allium cepa (Red onion); Cynara scolymus (Artichoke); Fish (Trout, Cod, Haddock, Tuna, Salmon, Herring); Fragaria vesca (Wild strawberry); Glycine max (Soybean); Glycyrrhiza glabra (Licorice); Nuts (Brazil, Cashew, Hazelnut, Peanut, Walnut); Spices (Allium sativum (Garlic), Caffeinum (Caffeine - chocolate, coffee, tea), Capsicum annuum (Cayenne pepper), Cinnamomum (Cinnamon), Mentha piperita (Peppermint), Nux moschata (Nutmeg), Saccharum officinale (Sucrose), Sinapis nigra (Black mustard), Thiocyaninamium (Mustard seed oil), Zingiber (Ginger))

^ Cannot be combined with other discounts. Monthly promos will be advertised through the newsletter = website/social media pages

Carry the pellet options of the best-sellers:

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

Spring—time to upgrade your 1st Aid set: Newton Homeopathic Creams

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

* 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.

Price Increase effective April 6, 2018

- First increase since 2016: six years • All Newton formulas (OTC) are 50% margins
- By dosages, Newton is still the best value compared to other homeopathic brands
- 1 oz. liquid OTC Complexes \$8.00 to \$9.00 • 1 oz. pellets \$9.50 to \$10.50

HERB PHARM®

NEW Herbs on the Go Promotion

Up to 25% OFF! Two ways to Save over 92 days! May 1 — July 31

PROMO PARAMETERS for two 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

THROUGH JULY 31st. GROW BUSINESS with these items:

FEATURED ITEMS: Best-sellers, and the new hot Herb Pharm-quality Sprays. New exciting technology, inviting flavor without compromise will bring in new customers for quick-spray support for stress, sleep, immune support and digestion. Afterall, we want to encourage people to take herbal products! **Herbs on the Go™** because taking herbs can be easy! Start with appropriate herbs, find a good flavor and in a spray format; in every way, as clean as possible with no added flavors of sugars. Always non-GMO, from a Certified-B Company! Formulated with taste in mind!

- **Herbs on the Go™ Daily Stress** • **Herbs on the Go™ Bed Time**
- **Herbs on the Go™ Now Nausea** • **Herbs on the Go™ Immune Season**

The winning options are the counter display + cross-merchandised

ADDITIONAL FEATURED ITEMS:

Super-sellers (Herb Pharm® offers you dominant sales performance in the category for)

- **Ashwagandha** 1 + 4 oz.
- **Turmeric Organic whole root liquid extract** 1, 2 + 4 oz.

Mix & match 12-24 of items above, and the Promo is 20% OFF for 92 days

Mix & match 25+ of items above and the Promo is 25% OFF for 92 days

BONUS ITEMS: Meet the discount levels by ordering the necessary number of Herbs on the Go 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 after the initial buy-in is accomplished!

Easily absorbed liquid extract blends. Consider the larger sizes!

Inflamma Response™ 1 oz. • **Inflamma Response™** 2 oz. • **Inflamma Response™** 4 oz.

• **Adrena Soothe™** 2 oz. • **Adrena Nourish™** 2 oz. • **Adrena Uplift™** 2 oz.

<https://aviva.herb-pharm.com/> adaptogen blends by Avira Romm, MD

• **Asian Ginseng** 1 + 4 oz. • **Eleuthero** 1 + 4 oz. • **Eleuthero Glycerite** 1 + 4 oz.

• **Rhodiola** 1 + 4 oz. • **Rhodiola Glycerite** 1 + 4 oz. • **Better Bitters™ Bittersweet** 1 oz.

• **Better Bitters™ Classic** 1 oz. • **Better Bitters™ Orange** 1 oz.

• **Better Bitters™ Absinthium** 1 oz. All Better Bitters™ are Certified organic extract blends

Stock all these Skus and be rewarded for saving the health!!

Do yourself a favor with this 50%-margin line and pass along the discounts!

A personal favorite, because of quality of herb, manufacture, and quality-certitudes

Inflamma Response™ - three (3) sizes, for the practitioner + savvy health fan: 1., 2 oz, 4 oz.

Proprietary extract blend: Turmeric rhizome^, Chamomile flower^*, Meadowsweet leaf +

flower^, Licorice root + stolon^, St. John's Wort flowering top~*

why I love Herb Pharm: (1) ^ means Certified-Organic; (2) * means Fresh root, which makes

a huge difference; (3) ~ means sustainably-wildcrafted

Not represented by BMC in NJ

Aloe Life.

INTERNATIONAL
Health Education • Health Products • Aloe Vera

**Spring Marks Renewal:
Healthy Aging & Vitality with Aloe Life® products!**

MAY Monthly Specials

Mix & Match, sale items listed below

12 items minimum for 15% OFF

24 items maximum for 20% OFF

- **Aloe Gold Organic Juice Concentrate** 16 oz.
- **Aloe Gold Organic Juice Concentrate** 32 oz.
- **Aloe Life® Orange Papaya Juice Concentrate** 16 oz.
- **Aloe Life® Orange Papaya Juice Concentrate** 32 oz.
- **Aloe Life® Cherry Berry Juice Concentrate** 16 oz.
- **Aloe Life® Cherry Berry Juice Concentrate** 32 oz.
- **Aloe Life Leg & Vein Gel Spray** 2 oz.

Get Ready for Summer

Aloe Life® Leg & Vein Gel Spray by Aloe Life®

- for Women & Men
- reduces discomfort & unsightly veins, bruising & swelling, from head to toe
- 60 days to more beautiful legs!

PRODUCT NOTES:

~ Aloe Life® Price increase effective April 01, 2018

The Aloe Juice Concentrates prices all remained the same.

Speak to your BMC Rep for info on Price increases

~ wanna save everyday? \$\$\$ buy smart. 72 piece orders always **15% OFF**

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

NORDIC NATURALS

COLLAGEN HAS ARRIVED

Collagen was the star ingredient of Expo West 2018.

Sales of Collagen grew over 750% in last 52 weeks

Why? Having collagen in our cells is why the body does not fall apart!

• Helps stimulate the body's own collagen-producing cells*

• Provides antioxidant support and aids in normal collagen formation*

• For healthy skin. The rage is for anti-aging! We lose collagen as we age: think wrinkles

Collagen makes our skin strong, supple, and elastic but does so much more. It is the most abundant single protein in most vertebrates (humans included), constituting up to nearly one third of the total protein mass. Collagen is the main component of connective tissue! + of course, not all collagen is alike

Why Nordic Naturals®? Customer confidence: a name everyone trusts

Marine Collagen Peptides with Vitamin C for Healthy Skin from Nordic Naturals® -

• Type 1 collagen from sustainable wild-caught Arctic cod. A cleaner source: manufactured in Norway

• full-disclosure Certificate of Analysis for every bottle: verification. No unknown sourcing;

tested ingredients—this is a differentiating advantage: <https://nordicnaturals.com/cofa/>

• dissolves easily in warm or cold liquids • Mild strawberry flavor (sourced from real fruit): with stevia

glycosides: no fishy taste • 4200 mg naturally hydrolyzed Collagen Peptides + 45 mg Vit C

30-day supply 5.29 oz. item # 1664 \$23.97/MSRP \$39.95

Healthy Skin* Healthy Bones* Healthy Joints* Antioxidant Support*

Nordic has the best product, and will lead the category

The Facts: this is the star of the Collagen marketplace

• 4 grams of protein in 2 teaspoon serving-size + Vitamin C from acerola juice

• The highest-quality Type 1 Collagen, easily absorbed*; sugar free

~ **Type 1 collagen has enormous tensile strength.** Gram for gram, Type 1 collagen is stronger than steel.

~ Type 1 collagen has a higher prevalence of glycine-proline-hydroxyproline units

• **Easily-absorbed:** small, bioactive peptides are easily absorbed and help stimulate the body's own

collagen-producing cells.* As a general rule, the smaller the peptide, the faster and more complete the

intestinal absorption—the best absorption occurs when collagen is broken into peptides of three amino

acids or fewer. Collagen holds everything together.

~ **Want protein?** collagen supplements are a step-above; Athletes: think quickened repair.

~ **Extracellular homeostasis:** collagen is important for the environment bordering the cell membrane.

Collagen binds our cells together.

• **Arterial wall integrity:** collagen and elastin are part of the Circulatory-system equation.

• **Healthy skin at every point in the aging cycle:** sufficient collagen and elastin help maintain skin

flexibility and strength. When the degradation of collagen outpaces the rate of replacement, signs of

aging may become evident

Nordic Naturals® Marine Collagen Peptides: Type 1 Bioactive Peptides

Cross-merchandise in the Sports Nutrition space, the Heart-Circulatory set, the Anti-Aging section, and

encapped in front of your Bodycare aisle. Collagen is foundational to every skin-care protocol. If 2018

is your year to get more rings from your Bodycare aisle, now is the time to educate on supplemental

collagen: and the time to recommend the best, Nordic Naturals® a line that protects your business with

the strictest M.A.P., with the best marketing, and with honest education on the best of human nutrition.

* These statements have not been evaluated by the Food & Drug Administration. This product is not

intended to diagnose, treat, cure or prevent any disease.

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



JUVO™

OPTIMAL SPRING FOOD CHOICES RAW ORGANIC FOODS

Carry products you believe in, that people will return to your store for; with no artificial pricing: just enzyme-rich nutrition

Build a Wall of Juvo with Nutrient Dense Food

- Natural Raw Meal Canister[^]
- Raw Green Superfood Can
- Raw Green Protein Can[^]
- Raw Meal Fantastic Berry[^]
- Raw Green Grass Bottle
- Raw Meal Green Apple[^]
- Raw Meal Vanilla Chai[^]

[^] Also available in 10-packet, single-meal sizes

Perfect for register placement + On-the-Go shoppers
ReJUVOdate Yourself!

oxylent®

DRINK OXYLENT BREATHE LIFE™

The Effervescent Nutrition Revival of 2018
Oxylent® Shippers are Shipping + they are Beautiful

5-in-1 Multivitamin Supplement Drink Shipper

24 boxes per shipper (small floor footprint)
6 each of: Sparkling Berries; Sparkling Mandarin; Variety Pak; Sparkling Blackberry-Pomegranate
Coming soon: 200-count single serve packet shipper display. This will be BIG
(talk to your BMC Rep about participating)

Oxylent®: a leader in best nutrition
NEW items: make the change you need for success!

- **Immune Oxylent®** 'cause Spring is a Season
Oxylent® Immune Boosting Effervescent Drinks
four (4) Boosts:
~ Blackberry-Lemon ~ Raspberry-Lemon
~ Tangerine-Lemon ~ Immune Oxylent® BOOST
~ Variety Pak
SRP for packet - .99; box SRP = \$25.95
(UPC on box + on packet)

- **Oxylent® Men's & Women's Multivitamin & Mineral + Superfoods**
~ Women's Multivitamin & Mineral + Superfoods 90s
~ Men's Multivitamin & Mineral + Superfoods 90s

- [^] **Oxylent® modern, exciting Antioxidants**
~ Restorative† Formula + Antioxidants
~ Memory† Formula + Cognizin®

Check out the formulas: ALL 4: veggie caps, NON-GMO. Gluten + Dairy-Free. Magnesium Stearate FREE

May Promotion

- Immune Oxylent® 15% OFF**
 - Prenatal Oxylent® • Children's Oxylent®
 - ALL Oxylent® 30- serving canisters
- [^] discounts are not given automatically.
\$150 for May discount. Free Shipping is at \$200

Dr. Ohhira's Probiotics

SPRING is Probiotic Season
As everyone talks about Probiotics,
Stay Informed. The conversation is
switching away from CFUs

Science is understanding the power postbiotics provides to human health.
Don't get distracted by the numbers game: they are a distraction!

1. Centrifugal probiotics are limited, and not fully active
2. Lyophilized probiotic bacteria cannot make postbiotic materials

Healthy Bacteria are little chemical-making factories:

- Dr. Ohhira's Probiotics® have SYNERGY: they already know how to co-exist
- Dr. Ohhira's Probiotics® bridges fermented foods and probiotics: 'Virtually all other probiotic supplements on the market are cultured in hours on either dairy or soy.'
- Yes! Dr. Ohhira's Probiotics® is a three-year fermented whole food, and is the only probiotic that feeds the entire microbiome. Dr. Ohhira's Probiotics® have new striking labels, which express the differentiation of this whole food probiotic.

NOW AVAILABLE in 4 veggie cap sizes:
10 ct., 30 ct., 60 ct., + 100 ct. caps

Beauty Bar™: 7 years in a row: there is no comparison
'Best of Natural Beauty' Award 2018
Dr. Ohhira's Probiotic Kampuku Beauty Bar™
Named Seven-Time Winner of **Better Nutrition Magazine's** 'Best of Natural Beauty' Award
www.essentialformulas.com/regactiv
Dr. Ohhira's Probiotics®

A company committed to discovering and distributing groundbreaking, scientifically advanced dietary supplements from around the world

Wellinhand

May 2018 Promotions
through 05/25/2018

10% OFF

direct orders/ independent stores

- **Bug-A-Boo!™ Eucalyptus Thyme Bug Repellent 2 oz.**
- **Bug-A-Boo!™ Vanilla Rosemary Bug Repellent 2 oz.**

Scare Bugs Naturally!

All-natural ingredients that you will love & bugs will hate!

Unlike conventional bug sprays made from toxic chemicals, Wellinhand's **Bug-A-Boo!™** is a safe, all-natural alternative for children + adults.

Enjoy the great outdoors without the threat of mosquitoes, gnats, or other critters.

Our refreshing oil-free spritz is perfect for cooling off anywhere, indoors or out, and the light formula is suitable for even the most sensitive skin.

www.wellinhand.com/products/bug-a-boo

Certified vegan and cruelty-free. 100% natural. Free of preservatives, chemicals, and synthetic ingredients. Handcrafted in small batches for freshness and effectiveness.

- Women-owned
- Locally-manufactured in small batches in Forest, Virginia
- All Wellinhand products 'guarantee satisfaction'.
- The cleanest topical answers available
Relief is Wellinhand!

trilogy®

**Planning your first order?
Consider the Facial Oils**

- Certified Organic Rosehip Oil
- Rosehip Oil Antioxidants+
- Rosehip Oil Light Blend
- Rosapene™ Radiance Serum
- Very Gentle Calming Serum
- Very Gentle Restoring Oil
- Age-Proof Line Nutrient Plus Firming Serum

and the two absolutely-loved

- CoQ10 Booster Oil
- Active Enzyme Cleansing Cream

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/

ECO-LIPS

The best lip balm for the world

**A Classic May Deal for Mother's Day
CLASSIC SUN PROTECTION
15% OFF invoice**

Direct orders. Independent stores only

Eco Lips® sunscreen lip balms were created with a combination of organic oils, Fair Trade Certified™ cocoa butter, Fair Trade Certified™ coconut oil, and aloe leaf extract to protect your lips under the harshest conditions. Whether it's sand and surf or icy peaks, these products will keep the sun out, and the moisture in.

Eco Lips Classic SPF

- in box displays • in Reach-in displays
- in hanging cartons

+ with options offering Eco-clips for outdoor lip care

- ~ Convertible Displays 36 pcs
- Berry - SPF 15 • Mint - SPF 15 • Sport - SPF 30
- Assortment (12 each) # 00010

- ~ REACH-IN Displays 48 pcs
- Berry - SPF 15 • Mint - SPF 15 • Sport - SPF 30
- Assortment (16 each) #0014

- ~ REACH-IN Displays 30 pcs
- Berry - SPF 15 • Mint - SPF 15 • Sport - SPF 30
- Assortment (16 each) # 0014

~ Lip Balm with Eco Clip Reach In Displays 30 pcs

- Mint SPF 15 + Eco Clip
- Berry SPF 15 + Eco Clip
- Sport SPF30 + Eco Clip
- Assortment (10 each) # 00018

- ~ Hanging Cartons 24 pcs
- Berry SPF 15, Carton • Mint SPF 15, Carton
- Sport SPF 30, Carton

~ Hanging Blister Packs with Eco Clips 12 pcs

- Mint SPF 15 + Eco Clip
- Berry SPF 15 + Eco Clip
- Sport SPF30 + Eco Clip

The Best Lip Balm for the World



bodyceuticals

May Deals

Make Calendula a Skincare Superstar in your store this Season

- **FREE** 1 oz travel Ink Pot with purchase of Ink Pot or Ink Stik 6-pak counter displays
- Buy 3 Vanilla + Avocado Body & Hair Oil 3.5 oz **GET 1 FREE**
- Banana Lip Balm 12 count display for **\$20! Reg. \$42.**

Product Notes:

- ~ It's back! Pink Grapefruit Body & Hair Oil 2 oz! (formerly BodyCocktail)
- ~ Q1 2018 Product Releases: recreate your bodycare set with the best...
 - Neroli + Calendula Firming Crème
- ^ Face ^ Neck ^ Decollete Firming Crème with DMAE + Hyaluronic Acid
- Berry Beauty Drops (Raspberry or Blackberry)
 - Berry Beauty Drops - DAY
 - Pacific NW Raspberry Seed Illuminating Beauty Drops
 - Berry Beauty Drops - NIGHT
 - Pacific NW Blackberry Seed Restorative Beauty Drops
 - Charcoal + Bamboo Facial Cleanser!
 - * Exfoliating * Detoxifying 2 fl. oz. (exciting)

How CLEAN can You GO!!

Bodyceuticals is Special:

USDA Certified Producer/Grower AND Processor/Manufacturer. A 15 year history of using premium Certified Organic & kosher ingredients
A BMC Staff Favorite: Please love to grow the line!
www.calendulaskincare.com • www.bodyceuticals.net
www.facebook.com/Bodyceuticals
www.instagram.com/bodyceuticals_calendula/
www.pinterest.com/bodyceuticals/
https://twitter.com/bodyceuticals_www.calendulaskincare.com



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**



May Bodycare Promo* Lavender for Spring and Mother's Day

The Bodycare Collection
Lavender 12 oz. bodycare. 50%-margin line
Clean affordable + not through distribution.

- Shampoo • Conditioner • Hand & Body Lotion
 - Shower Gel • Massage & Body • Bath Salts 20 oz.
- ~ With pure, therapeutic-grade Essential Oils of Bulgarian Lavender, Lavandin, Orange, Geranium, Cedarwood, Marjoram, and Frankincense. Products that exceed EU Cosmetic Directive Guidelines. Quality, Value, Performance

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% OFF in units of 3 ea. 10 ml

- Lavender French • Lavender Bulgarian
 - Tranquillite Blend w/Lavender
 - Take 5 Blend w/Lavender
- Lavender Terracotta Candle Sale 10% OFF**
per-4 candles boxed in one set (same shape)
 - 'Cup' candle 7.6 oz. • 'Amphora' candle 7.4 oz.
 - 'Classic' candle 7.1 oz.
 - 'Elegance' candle 8.1 oz. (2 wicks)
- **Lavender Floral Water 2 oz.**
Buy 3 each, get 10% OFF
- **Lavender Bar Soap 10% OFF with 6 units each.**
Vegetable glycerin base with Shea Butter & Vitamin E, scented + enhanced with an exclusive blend of pure Essential Oils of Bulgarian Lavender, Lavandin, Orange, Geranium, Cedarwood, Marjoram and Frankincense. Long-lasting lather.



Back-to-Back "Immune Seasons"

- Allergy Season is progressing up the East Coast + it will be BIG
- Be Kind to your Immune System: enhance its boosting ability

WellMune WGP® Immune Health Basics®

Immune System Activator

Buy 12 bottles of the 250 mg/30 ct. caps + get 2 bottles FREE

LOOK FOR THE BRIGHT NEW LABELS

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

May, the intersection of Immune Health + Sports Nutrition!!

The Newest powerful antioxidant featuring **Abigenol® European Silver Fir Bark extract**
Rev • Up Wellness™ DEFENSE with Wellmune®
Rev • Up Wellness™ ENDURANCE
Rev • Up Wellness™ VELOCITY with Wellmune®

Rev Up Wellness® Selected Among Top Multivitamins at SupplySide® West CPG Editor's Choice Awards.

OPENING ORDER FOR NEW STORES

Rev • Up Wellness™ (30 blister-pak tablets in a box)
INTRO DEAL: 2+1 for any/all of the 3 SKUs
Ask your BMC Rep for ways to get other discounts with Promotions!

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

MushroomScience®

MAY PROMOTION*

Reishi Super Strength extract caps

Reishi Gano 161® Certified Organic*
400 mg hot water extract 12% polysaccharides
4% triterpenes 90 veggie capsules
4 ea. = 10% 8 ea. = 15%
12 ea. = 20%

Best price on the market for the most product, the highest quality with an excellent margin
~ Not combined with other specials
~ Must mention 'BMC May Promotion' when ordering

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

Reishi Mushroom Extract

THINK LUNGS + LIVER + Spring Energy

Called the mushroom of immortality in ancient China, Reishi is the most revered herb in all of Classical Chinese and Japanese medicine. Used daily as a tonic in ancient China and Japan, modern research has focused on the use of Reishi extracts for immune support and supporting liver health.*

Mushroom Science® Reishi Super Strength Extract is the most potent Reishi supplement available in North America using a two-step extraction process first, hot water extraction followed by an ethanol (alcohol)/ hot water extract to gain the beta glucans and triterpenes.
Four (4) reasons Mushroom Science® products are better

- 1) Hot water extract
- 2) Wood grown
- 3) Research validated
- 4) Best Value!

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

Setting the standard for quality in medicinal mushrooms since 1994!
<https://mushroomscience.com>



SURYA
Brasil

NEW ARRIVAL

Inspire more Henna Cream sales, by creating excitement about the latest Surya Brasil Henna Cream color

Marsala

2.37 fl. oz.

Winner of the Best of Natural Beauty Awards, Surya Brasil's high performance Henna Cream Color is an anti-oxidant rich, semi-permanent hair color that infuses hair with lush, vibrant color while nourishing with sustainably-harvested botanicals. Each sophisticated natural color contains vegetable extracts including herbs and fruits from Brazil and India, which offer simultaneous coloration and deep conditioning treatment for the hair as well as intense treatment for the scalp.

- No ammonia • No PPD • No peroxide
- No parabens • No resorcinol
- No heavy metals • No mineral oil or GMOs
- No artificial fragrance • No gluten

Easy to use, these at-home natural color shades are hypoallergenic and dermatologically tested as well as safe for use on chemically treated hair, color-treated hair and highlights.

BACK IN STOCK

Surya Brasil Ecocert®-certified Organic Nail Polish Remover

Made of environmentally-friendly ingredients including vegetable glycerin and organic vegetables. Enriched with organic Argan oil, Buriti oil, Patava oil & Vitamin E to provide nail and cuticle hydration, prevent dryness + white spots on the nails, and preserve healthy and strong nails! Without Acetone. **Does not contain** Acetone, BHT, Formol, Glycols, Mineral Oil, Parabens, Liquid Paraffin, Silicone, or Toluene. Free from ingredients of animal origin & never tested on animals. 3.38 fl. oz.



The Exquisite Miracle of Collagen

continued from page 1

store should temper the messaging that they share here, but the tensile strength of Type 1 collagen, gram for gram, is stronger than steel. Most heart problems are caused by poor arterial health. If I am purposefully tending to my heart and circulatory system, I want some of that! Collagen is fibrous insoluble triple helix protein banding with a primary purpose of helping the tissue stretch—think the architectural promise of modern, high-rise buildings that promise they can live/move and withstand resistance in the environment—allowing and animating the actions of our life. Thinking this way, I would like the collagen formed from animals that swim and dart and turn with circus-like ability: make mine fish!

Collagen protects our bodies in a way I can only describe as that of a mother's womb. The only way out for malignant cells to expand is by eating through collagen: if the city of collagen that is our body is powerfully made, the enemy will have a harder time taking over. Science will spend decades trying to figure this out, and prove it: we already know it now. Collagen is a #1 immune support nutrient!

You need vitamin C for your body to take these peptides and make collagen: the presence of Vitamin C facilitates the health, formation

and stability of collagen (Vitamin C is always circling around again as being primary: never forget this). Nordic Naturals® *Marine Collagen* supplies 45 mg. of natural Vitamin C from acerola fruit. This product mixes well, tastes delicious with a mild strawberry taste (no fish taste found here) as this product helps stimulate the body's own collagen-producing cells.*

Note that collagen production is part of the beautiful orchestrations of the immune system, so just as proteins' amino acids share space in the discussion of most allergies (gluten's gliadins in the gut, or pollen breaking through the skin barrier and entering the bloodstream to muddy the body's alarm system and cause allergies): both negatively and positively. We need to always educate that not all protein is the same, and that consuming unhealthy protein could possibly lead to unhealthy consequences. If you are looking at constructing a better microbiome or rebuilding torn any-tissue (etc.), then it is obvious that you want to build with the best building materials—not the cheapest. The body uses collagen, for example, to create waves of treatment for tissue repair. Researchers and clinicians need to continue to investigate the use of collagen supplementation, nucleotides, gibberellins and beta glucans in post-surgical healing and any restorative therapy. For now, collagen is just an overall essential.

Collagen is like the ladders on the fire truck, always being raised and lowered when

action is needed for many, many types of fires on planet body. It is inevitable, I predict, that there will be confusing research data coming out for the next twenty years on the functionality of collagen as a nutritional supplement. (we need more intentional research into the possibilities of nutrition for health!) Collagen supplements can be viewed as similar to the concentrated nutrition that is created by an extract: collagen is siphoning out of a protein food source a particular part of the equation that is being captured for specific use. Identified and isolated, specific protein peptides. Collagen products are supplementation of something that everyone of us will have a need for some time in our life: for things like beauty and cosmetic perfection, yes, but also for circulatory system support and even the all-encompassing benefit of proper extracellular homeostasis. Teen through Senior, the raw material of useful collagen into the diet is always going to be good.

Next up will be when the sports/exercise community understands that quality Collagen produces results: for stronger bodies and for quicker response when healing is needed. Then we will see accelerated volume (and more players entering the sales marketplace). Future studies will certainly be exciting and enlightening if not sometimes frustrating and confusing. Lovely amino acid sequencing: you are the secret of Star Trek medicine!

There is already inquisitive conversation about the sourcing of the collagen that is

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SPRINGTIME REVIVAL, HOMEOPATHICALLY Time to Encourage Jump-Start Your Health!™

Tri-Homeopathic System™
Three Ketys to Health:
~Detoxification ~Digestive Balance
~Joint Health

Multiple symptoms, but not sure where to start? Making Smart Decisions to prepare for Spring?

Offer this unique 3-pc. Kit.
Three 1 fl. oz. glass bottles

Begin with NEWTON'S Jump-Start Your Health!™

Clear the path for your body to heal naturally through detoxification, digestive balance + joint support. As a world leader in clinical homeopathy, NEWTON realizes that addressing multiple symptoms with single remedies can be challenging. Jump-Start Your Health!—a unique trio of combination remedies formulated for balance and wellness, will help simplify the process. Three (3) unique formulas complement each other to assist the body to start health anew

- **Bowel~Digestive Care**
- **Rheumatic~Joint Care**
- **Detoxifier**

Buy 'Jump-Start' kits in units of 6 each +
always receive **20% OFF**

Note: All 3 complexes in the kit are available individually in pellet form at standard pellet prices.

www.newtonlabs.net/Jump-Start-Your-Health/products/31/

Tag your website: (3:31 minutes)

www.youtube.com/watch?v=lbFb_4moj9M&index=1&list=PLHKYMSLeqfDmkJlbP4aqbEyy-fdnXswl

HEALTHY NEW YEARS RESOLUTIONS
SHOULD BE KEPT ALIVE!
SPRINGTIME is the ideal time to
Jump Start Your Health

INTEGRATING TRILOGY®

The best in bodycare brings in a new customer
— more money from other places!!

* **May is one of the three [3] yearly Indie monthly Promos**

A perfect time to bring in Trilogy® Natural Products before Mother's Day
20% OFF LINE DRIVE (when signed up by your BMC Rep)
... discount must be passed along to customer

[the next Promo month is November, and will include either a Line Drive or Gift-with-Purchase!]

* **LIMITED TIME OFFER**

Trilogy® offers an enticing Try-me-size of the Rosehip Oil Antioxidant+ in a 15 ml. glass bottle start your local & loyal Trilogy® community with this "Little Beauty,"

* **Half-Price Full Power** perfect for travelling + a great way to attract new customers

Rosehip Oil Antioxidant+ "15 ml small intro size – improves brightening and skin tone by up to 75%"

* **Trilogy's new give back project** supporting Mantas'ase Children's Hospital in Lesotho Southern Africa.
Offers a \$1 (NZD) donation with every bottle of Rosehip Oil Antioxidant+ in a 15 ml. glass bottle

* **Top 7 BEST-SELLERS**

- **Rosehip Oil Antioxidant+** 30 ml
- **Mineral Radiance mask** 60 ml
- **Hydrating Mist Toner** 100 ml
- **Gentle Facial Exfoliant** 75 ml
- **Everything Balm** 45 ml
- **Replenishing Night Cream** 60 ml
- **Vital Moisturizing Cream** 60 ml

* **June Highlight: www.worldoceansday.org/**

Trilogy will celebrate World Oceans Day. This year, the theme is 'healthy oceans, healthy planet', and the focus is the prevention of plastic pollution.

In the world of beauty, there's no worse polluter than plastic microbeads. Hidden in a wide range of personal care products such as scrubs, shower gels and shampoos, these non-biodegradable microbeads are so small that they bypass wastewater filters, washing down bathroom sinks and straight out into the ocean where they're ingested by marine life and disrupt the natural balance of our oceans.

The seriousness of this problem has led several states and countries, including California and Canada, to ban microbeads in cosmetic products. Awareness of the problem has been raised by focused action from international campaigns like '**Beat the Microbead**', which Trilogy Natural Products has been associated with since 2013. New Zealand, like every continent is surrounded by water!

INTERNATIONAL CAMPAIGN AGAINST MICROPLASTIC INGREDIENTS IN COSMETICS:

<http://www.beatthemicrobead.org/>

* Supported by 94 NGOs from 39 countries and regions.

* Already 448 brands from 119 different manufacturers promised to remove plastic microbeads from their products.

Trilogy has never and will never use plastic microbeads in their products. The Gentle Facial Exfoliant is formulated with natural, biodegradable, non-abrasive jojoba wax microspheres, which gently polish the complexion, refining texture and improving clarity. But more importantly, they don't contribute to microplastic pollution in our oceans.

Consider the NEW Trilogy Exfoliating Body Balm too.
Maximum effect on your skin, minimum effect on our environment.



The Exquisite Miracle of Collagen

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already on the market (and the bottom-feeders have not even gotten labels on their cheaper options yet). One intriguing line of investigation leads to the concern about the side-effects of glyphosate-effected-proteins (ground animals feeding on roundup-like fields all day), as the ever-abundant glycine molecule needed for collagen synthesis could be disrupted in any subtle manner that could be pernicious (intriguing research pending) with the glyphosates that are in the food chain and their influence. (Animal rights advocates and ecologists of the world will pay attention to this). The mysteries that lead to further investigation (and the courage it will take to tell the truth about the effects of our polluted environment) will identify and define better collagen sources, and comment on less good collagen sources. So, as I have warned about the fad of bone broth—beware the source of the animal you are dissecting for human health: there could be a trojan horse hidden somewhere in that trendy supplement. Clean animals, please, if you are harvesting nutritional supplements: (the better example will be the care that has been created for the best-quality Whey Protein Isolates {WPI} that we sell in our stores!!). Would you like your collagen from an animal that swims in clean waters for a living, or from some anonymous cow or pig, or even a farm-raised fish from dirty water pools in Asia? Salmon collagen—especially Arctic water salmon—will most likely remain the best standard for decades. Obviously, Nordic Naturals' source of wild caught Norwegian salmon as the guaranteed source for their **Marine Collagen** makes this product the uncontested best choice for the health care needs of the people in your community.

I predict that many inquisitive minds in the research and medical community—and in the health food stores—will be churning through the growing body of research to understand the benefit, use and application of collagen for natural health in the years ahead. I am writing this piece not to state facts but to stimulate dialogue: we all have much to learn. That said, we also need to know what customer may be interested in adding collagen to their diet, and we need to know—as gatekeepers to the best available products who are charged with keeping slinky, substandard products out of our stores—which products we are recommending as the best. Nordic Naturals' powerful M.A.P. sales pricing policy is certainly something else that should make you feel confident in staking your future sales with this industry leader.

Is optimal collagen production the secret to a stronger body? No doubt about it. There are many ways to add the essentials to help your body make collagen, but there are also now specialized products that can do that job better. My suggestion here is the same one that I have educated on for years (and I called one of my teachers and asked the question and got the same response—so I feel this is good information).

If I were building an endcap promo on Nordic Naturals' **Marine Collagen**, I would co-sell both Vitamin C and aloe vera along with this peptide-derived supplement. Aloe vera is important to assist with uptake and absorption, and **Aloe Life® Organic Whole leaf Aloe Juice** concentrates are the only therapeutic aloe that can do the job. They are made better. Other possible support products would be products that help with absorption: any of the **Essential Formulas® Reg'Activ®** products, for their glutathione-producing benefits—maybe with the **Detox & Liver Health Reg'Activ®** product being the best; **Herb Pharm® Organic Better**

Bitters and maybe **Healthy Liver™**. Collagen benefits: Liver health. There is suggestion that certain essential oils are good topical adjuncts if assisting the skin for topical healing, and they may include: Lemon essential oil, Neroli essential oil, Geranium essential oil, Frankincense essential oil, and Carrot seed essential oil. Of course, the three best herbal skincare superstars would also be helpful: aloe vera, calendula oil and rosehip seed oil!!! Co-marketing essential oils; of course I recommend **Aroma Land®**, providing therapeutic essential oils for 31 years to the natural product industry from their blending facilities in Santa Fe, New Mexico.

Where to stock such a multi-purpose supplement? The most obvious space is on an endcap—center aisle—for the rest of the year. (I am always humored when I see how stores are coerced into endcapping me-too products, or overhyped/over-priced products at the helm of their sales aisles. If it were my store, I would use that space with precision and purpose, according to what I believed as a store owner, department buyer, as being best!). Is it unusual to consider an endcap of 24 bottles of Nordic Naturals' wildly delicious, easily-absorbed and totally pure **Marine Collagen**? To me, that is more than 24 chances for a new sale every day! It is obvious that the utility of collagen would have it placed in several sections of your store: logically in the Protein powder section and the Bone & Joint sections. Don't worry: people will ask for it and find it no matter where you place it. Be proactive: promote that you have Nordic Naturals' **Marine Collagen** on the front door and in the front window; on your website and in your social media; and in your newsletters and store signage: let people see the words: **Marine Collagen**.

If you are working your store as an education hub, then this is the perfect place to show this newly-advanced nutritional phenomenon: people will ask, what is that and why? Other exquisite places to stock the **Marine Collagen** are obviously in your outdoor living/Sports Nutrition section, your Heart Health and Digestive Care sections. The conversation on collagen is being brought forward, advanced and changed—it is as old as protein, but also now very new. Here is that next opportunity to engage new customers by being alive in the moment with nutritional supplements' constant advancements!

The miracle of exquisite collagen is always there in your body, 24/7: you do not NEED to supplement it. We cannot say there is a collagen deficiency. Collagen just goes on, antlike-constantly building, protecting, developing as long as the body is alive: another miracle of life. There is, though, a difference between optimal construction and disaster-leaning inadequate construction. Collagen supplementation is the specialization of one component of protein nutrition—it is an advancement. It is not a substitute, but it does allow for greater focused supplementation that will bring further value to the nutrition aisles of your stores (especially when professional health care advisors start to recommend that people consider adding collagen supplements to their diet). Your intrepid, natural-market Moose speculator here also can predict that the market will quickly become saturated with non-helpful cheap collagen supplements—and this will be a serious problem. (do you want your collagen coming from Chinese cow or pig skin?). We in

THIS DEAL IS STILL HERE to make you more profit from Herb Pharm®

Perfect promo now through May 30th: Stress & Anxiety!

PROMO PARAMETERS for two 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

THROUGH MAY 30th. GROW BUSINESS with these items:

FEATURED ITEMS: three sizes of these easily-absorbed liquid extract blends

• **Anxiety Soother™** 1 oz., 2 oz. + 4 oz. • **Stress Manager™** 1 oz., 2 oz. + 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 minimum quantities for reorders.

• **Good Mood™** 1, 2 + 4 oz. • **Nervous System Tonic™** 1, 2 + 4 oz. • **Kava veggie caps** 60 ct.
• **Kava liquid extract** 1, 2 + 4 oz. • **Lemon Balm liquid extract (alcohol)** 1 + 4 oz.
• **Lavender liquid extract** 1 + 4 oz. • **KIDS Lemon Balm Calm Glycerite™** 1 + 4 oz.

Same discount structure applies to reorders

SPOT CHECK: If a customer seeks Certified-Organic Turmeric Root, what options are you showing them? Herb Pharm® offers Certified Organic Turmeric rhizome whole plant extract

Maybe we have to learn a different way to offer Turmeric choices I??

~ **Why I love Herb Pharm:** Herb Pharm® grinds their root into smaller particulates right before the extraction process begins on their farm, themselves; chopping inspected whole rhizomes into smaller pieces at the last step to avoid oxidation and retain the aroma and flavor. Herb Pharm® is Famous and respected for their State-of-the-art testing for purity and potency.

Liquid Turmeric: A lot of people don't immediately think about using a liquid extract, but it is very absorbable with minimal processing, Herb Pharm® prepares their Turmeric Extract from the rhizome of *Curcuma longa* plants which are certified organically grown (by Organic Certifiers). To assure optimal extraction of Turmeric's bioactive compounds, the rhizome is hand-harvested (most is machine harvested) when fully mature, is carefully processed and dried to retain its full color and aroma, and is then thoroughly extracted. I cannot think of a more reliable, superior quality Turmeric extract Liquid Turmeric is more versatile too: and for Golden Milk or Golden Milk Latte's, a properly-made extract is the easiest way to add turmeric to a beverage
Herb Pharm® Turmeric liquid extract 1 oz., 2 oz., + 4 oz. on sale through July 31.

continued on page 8



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."

The Exquisite Miracle of Collagen

continued from page 7

true health food retail once again have the upper hand: what are we going to do with it? Speak the truth early and you do not have to backtrack. Recommend Nordic!

Will we promote boisterously, and ride the wave of knowledge? Will we spend the time to learn the differentiation, and preach that wild marine-derived Type 1 Collagen is the best option for supplementation? The best choice; and sure, the others may also provide benefit— but the consumer must always be alerted to the source of the product, the reputation of the manufacturer, and the essential of having a certificate of analysis for the finished product that is being purchased. Nordic gives you the tools of a competent Manufacturer so that you can answer any question asked. Nordic Naturals® stands behind and verifies what we provide.

You alone know your knowledge base on collagen as of today. My initial conversations show that many stores ordered something, and they admit that, as of now, no one in the store understands anything about the nutrient and its potential. First fact: not all collagen is alike: scientific classifications say there are between 60-90 kinds of collagen (and I am just learning too). Type 1 is the one that you want to invest your natural healthcare budget into. Bring the power of Nordic Natural® store-friendly support into your store as you grow this fascinating nutrient. Partner with them: I am sure that Nordic Naturals® will be a Best-seller very soon (it started shipping two days ago). **Marine Collagen** will be the Product of the Year! Collagen will be the next catchword, and you will be happy for the opportunity to teach new customers on the benefits of natural health and preventative health care. Strong collagen knittings throughout your body is just one very beautiful thing. Better health. The powder tastes delicious, and may I suggest that you add a dose of Herb Pharm's **Hawthorn Blend** liquid extract to that exquisite health drink; nourish the heart! Cheers! — to your heart! ☺

Thanks to David Stouder for superb insight in this article. All the opinions and perspectives are printed as mine!

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

How to Reach Blue Moose Consulting

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