

Talking Health: Herb Day and a Winter Immune Promo

The best way to affect the immune system is to “get in early”. Preventative health care usually leads to a stronger immune system. These simple truths apply to your store and your mission for your community as well. To affect your sale of the best tools for the immune system this winter health season, it is best to start early. If your message is clean and loud and your enthusiasm strong and consistent, then your solutions supporting each individual's health needs for immune system health will get to those people who need them most – everyone!

How many customers walk through your doors that do not care at all for immune system health, or who ask to procure something to make their immune system less strong? The strengthening of the immune system has always been the domain of natural food stores. We understand this as an elemental platform for all health. We were just scared into thinking we could not use that word, “immune,” that was so essential to the discussion. We can be thankful that our industry is currently

strong, and that we can speak rationally on the broader issues of health without fear of legal retaliation. It is time for your store to take strong and positive steps to establish your inheritance: we can assist everyone's immune system to stay strong and get stronger.

Systematically, our industry has collected historical data and scientific research to establish a selection of natural products and foods that can all positively affect immune system health – and we have expanded the market for these products. At the most base level, it is interesting to state that nothing we have ever presented has proven to be dangerous or utterly ineffective. Most stores, though, have never really collected these

tools together and structured presentation and education so that the consumer would readily understand and know how to use these health-answers with comfortable confidence. In the cycle of the year's seasons, this Fall-Winter season is the best time to make your store more user-friendly to people coming through your doors looking for immuno-supportive natural health care solutions.

And then naturally to the next step: our industry has the natural tools necessary to help everyone when they have immune system attacks. We do not have to step-aside and allow dangerous and destructive antibiotics to rule the battlefield. The natural foods arsenal has actually proven its mettle through historical use. With correct information, quality product and effective dosing, we can confound any unwanted visitor and naturally return the body to health. The greatest promise we have for immune-system support is through herbal health care.



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Talking Business: Will We Raise or Lower the Bar?

The busy season, I like to call it. (When is the slow season, he asks?) Another year when we focus on sales and hope to reap the harvest of the buying bounty from the nesting instinct of our consumers. For most, a time of great buying power, and for others— more intelligent buying by necessity to keep things running smoothly. Another cycle of making those decisions to stock the store.

How will you buy this Fall & Winter? Will you rise to the challenges of your responsibility as provider of good products to the people in your community? Will you spend long hours monitoring what is selling and what is not and will that determine your decisions for product choice or product elimination? Will you seek that which is the best available and embrace it and learn it and explain it and sell it because that is how you do things?

There are many complex factors that determine when, how and what we buy. I may miss being the buyer more than

anything besides helping the customers with their health-related issues. I estimate that I bought about \$10-15 million worth of stuff in my buying career. If I only knew then what I know now!!! A good buyer has to learn the trends like a surfer learns the waves. Every decision is a slight gamble, and a definite business commitment. Years ago, the buyer would buy nearly anything new or anything provided by our distributors. In those days, most of the industry was focused on the same objectives and there was a majority consensus as to what constituted natural foods.

Today, most of our terminology has been co-opted and our lofty goals have been assimilated into mainstream marketing deceptions. Both buyer and customer have to be more vigilant than ever shopping in almost every health food store because mediocre and bad things seem to creep into every store at some point these days. The Walmartization of natural foods has

trivialized a bit of the industry I fell in love with 26 years ago.

But all is not lost. Here, in this very communication, I have an access to the gallant souls who have the power in their very pen, and fax and electronic ordering wands to influence the entire territory of these mid-Atlantic states. If we all chose to define our industry differently, we could (slowly) recreate our industry to be filled with pure and clean and effective and vital and whole and well-grown and tasty products, devoid of the mediocre and profit-driven and the untested and the sugar-filled and the poorly made!

Yes, we have the POWER to literally raise the bar of the products that we present in our shops through our inventory and sales, or we have the choice to continue on the path of dumbing-down our stores with foods drenched with junk; and bodycare products created from unhealthy chemicals; and supplements purchased for margin and

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Herb Day

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The truth is, though, that most of us do not fully know how to do that yet. So, before you get on that high-horse — spend this winter season learning all the valuable and truthful information there is to know about natural immune-system herbs and plants, and nutritional supplements. Prepare to be prepared, and learn how to effectively speak health legally, intelligently and provocatively. The more you learn, the more valuable your opinion and wisdom will be sought!

We must never forget that political climate is a two-sided coin that could always easily fall against us. Next year is an election year, so all the money will be on the next set of decision-makers. We may have a lame-duck year for political assaults on our industry (and then again, we may not). But legality aside, you should never want to direct people to the proper remedies unless you truly know the breath and gamut of how they work, how they need to be used, and when they should be used. The greater course of action would be for us all to commit to becoming herbalists. Until that time, learn your herbs slowly, speak with what you know and never give false hope. And yet, a wise student gets smarter every day, and you can guide people to the basics even today!

October brings a great opportunity to recommend herbs for all one's immune system needs. Saturday, October 13 is Herb Day. (www.herbdays.org) Herbs are complex characters that offer profound nutritional support to our body in ways we are just beginning to understand. It is OK that science unravels the complex density of the plant and mushroom kingdom slowly. From bioflavonoids to coloring pigments to polysaccharides and herbal

sterols and phytoestrogens, we are understanding the nature of the plant one nutrient at a time. For times sake, it might be smart to generalize that all commonly used and studied plants are worthy of consideration for health use according to their known applications. What better way to take the mystery out of herbs than to have a day dedicated to celebration and education on the whole world of herbs? Make this a yearly, anticipated event – but as importantly, don't let **Herb Day 2007** pass without capturing the opportunity to turn more people onto natural herbal healthcare.

The world of herbs is so vast, that the sky is the limit for how to proceed. Since the timing is so perfect, why not concentrate on herbs for winter immune health? The research is so profoundly convincing that I am sure that your customers would love to



ANOTHER REASON TO JOIN THE NATURAL PRODUCTS ASSOCIATION.

Association Applauds "Well Done" Vitamin E Study... Daniel Fabricant, Ph.D., VP of scientific and regulatory affairs for the Natural Products Association, noted the quality of research for a recently published study on vitamin E. The study, "The relationship between dose of vitamin E and suppression of oxidative stress in humans," reported that a dose of 3,200 IU of vitamin E is needed to reduce oxidative stress in individuals at risk for cardiovascular disease, compared with how previous trials using lower doses failed to show any benefits for the vitamin. Fabricant called the study a "very well done multiple ascending dose study."

The study, out of Vanderbilt University, reported that randomized placebo-controlled trials evaluating the efficacy of vitamin E in preventing cardiovascular events in aggregate have failed to show a beneficial effect. The researchers suspected that the studies had been poorly designed because the trials used a single dose of vitamin E and only looked for end points such as heart attack occurrence. (Free Radical Biology and Medicine (2007), doi:10.1016/j.freeradbiomed.2007.06.019)

TAKE 5 MINUTES

There is a new tea line being stocked by many, many stores in this region. BMC is excited about Hampstead Tea and is joining in this interest. Fair Trade, Certified Organic AND Biodynamically-grown.

Available direct, and now through distribution through Natural Warehouse—a quality, independent regional distributor. Call them for a catalogue at 1-800-726-1730

Natural Warehouse is your way to stock three BMC companies—Herb Pharm, Well-in-Hand and now Hampstead Teas. \$99 minimum for free shipping and almost always a next-day deliver for most of the BMC sales region. Support local businesses, keep your shelves filled and order smaller amounts to keep inventory flow steady. Contact Natural Warehouse today!!

Natural Warehouse

410-878-7125 Fax: 410-878-7495
Gambrills, Maryland 21054

know: the efficacy of long-term immune system support of astragalus, Echinacea and reishi and maitake mushrooms. Everyone should be energized to have elderberry at home in preparation for those moments when the body signals an immune system attack.

Parents should create situations were children know the drill: sniffles or sore throat means it is time for the excellent orange oil fun of Herb Pharm's *Children's Echinacea*.

We really do suffer as an industry in not being creative enough to get more people understanding the role that herbals play in immune strengthening and activation when the body is under assault. How did aspirin and ibuprofen become the items to reach for? Smart education will lead most consumers to want to always have the natural essentials in their home – ready to work immediately when need arises. If we were effective, every natural medicine cabinet would be filled with 5-10 different health alternatives at the ready in case illness knocks on the door.

It has become more clear to me every day that herbal support is the absolute best way to daily feed the body's intricate immune system. Whether it be foundational, tonic herbs like *ashwagandha*, *holy basil*, *eleuthero* and the *ginsengs* – or *shatavari* for women – or whether it be the deep workers like andrographis or wild indigo—we have a substantial panoply of options to manage any immune system structure or response.

Where to start? Well first, do your homework. We sit idly too often when there is so much to be learned. The information on the usefulness of echinacea and

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October Monthly Promotion Women's Health

Black Cohosh liquid extract – Supports healthy menstruation, as well as menopause.

Phytoestrogen Tonic™ – Rich source of phytoestrogens (herbal estrogens).

Women's Health Tonic™– Supports healthy function of the female reproductive system.

25% OFF with minimum order of 3 for each product ordered.

October 1st – October 31st

All of the herbs in these extracts are either Certified Organically Grown or Custom Wildcrafted in their natural wild habitat.

PHYTOESTROGEN TONIC™ Black cohosh, chaste tree, saw palmetto, sage, licorice.

WOMEN'S HEALTH TONIC™ – False unicorn, cramp bark, shatavari root, partridge berry, ginger.

Also, Winter Promo in Effect!

(Ask your BMC rep how to save more all season long)

Not represented by BMC in NJ



Retail Webinar, sponsored by Bluebonnet! "Tryptophan—Waking Up A Sleeping Giant"

Date: Wed., Oct. 10 2 pm EDT • 60 minutes & Free

Description: In 1990, great controversy surrounded the quality and safety of L-tryptophan – an essential amino acid and one of the most popular and effective dietary supplement ingredients in the history of the natural products industry. At that time, an importation ban was set by the FDA on the contaminated material from a specific supplier, but with a cloud of suspicion hovering over the quality of the ingredient, which resulted in L-tryptophan lying dormant in the dietary supplement industry until NOW. Ajinomoto, the quality leader in the production and purity of pharmaceutical-grade amino acids for 60 years, has introduced a superior- purity, pharmaceutical-grade L-Tryptophan called *TryptoPure™*. This natural, vegetarian source L-Tryptophan has a proven decades-old track record of safe use in the OTC and pharmaceutical industries.

This Retailer Webinar will discuss how TryptoPure™ brand tryptophan works in the body and how it can be effectively used to enhance sleep and mood, and other health benefits.

Speaker: Kim Shovelin, MPH, RD, LDN is a registered dietitian who holds a master's degree in public health from the University of North Carolina at Chapel Hill .

Go to www.naturalproductsmarketplace.com/bluebonnet to register. First time users of NutriLearn should pre-register! Mark your calendars now! Listen "live" and receive a gift!

Not represented by BMC in NJ



NORDIC NATURALS

Nordic raises the bar on freshness and purity

**October Monthly Promotion
15% OFF**

SAD? Be sure to get your DHA!

01743 DHA Formula 90 ct

58783 Arctic – D cod Liver Oil, Lemon 8 oz

Buy In: Sept 24th – Oct 23rd



Nordic has their Nordic Berries Halloween samples ready to go.

Think Nordic Children's Omegas and Multis

More samples, more sales materials, more demos more fun than anyone.

Ask about the Nordic children's activity book and height charts

Your Source for pure and great tasting Omega fish oils from Norway

Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

Happy Anniversary

Newton's is celebrating their 20th Anniversary open-house celebration on Oct. 30th at Newton Laboratories in Conyers, GA!

October Promotion* 20% DISCOUNT

- N002 Cough-Asthma
- N057 Dairy, Grain, & Nightshades
- N056 Dust, Mold & Dander
- N215 Hangover Relief - Spray
- N025 Throat Irritation

Newton For Pets

- P014 Bowel Discomfort

Nothing but Natural for Kids

- F004 Fever Aid

**not to be combined with other discounts*

Welcome to Newton Homeopathics

Newton Homeopathic complexes are the simplest way to care for health. Newton makes easy-to-use formulas, promoting health and wellness for the family, pets included. Newton remedies are safe, effective, have no side effects-- and are economical. Newton remedies are handmade and available in liquid (low certified organic alcohol) and pellets (no alcohol). Products consist of the highest quality ingredients found in nature. Newton makes your choice of remedy simple by combining the most appropriate homeopathic single remedies together for you.

Newton Homeopathics *always safe, always effective*

Not represented by BMC in NC, WV



AROMALAND

The Essence of Well-Being™

**New line!! Just launched by Aromaland
Aromatherapy+**

- 100% Pure Essential Oils (no synthetic fragrance no "botanical parfums")
- All Botanical Ingredients
- No Parabens, No Animal Testing, No Petroleum Products
- NEW Packaging & more Essential Oils
- *Pure Bliss in Every Bottle™*
- Made in Santa Fe, NM, USA!
- Affordably-priced at \$9.95 retail

Aromatherapy+

6 Body Care Basics

(shampoo, conditioner, lotion, massage oil, bath & shower gel, & bath salts)

6 Beautiful Blends

formulated and crafted by world-renown Aromatherapy blender Ralf Moller.

**Opening Order Package Discounts:
Aromatherapy+**

#1 Pre-Pack Special: 30% DISCOUNT!!

3 units of each product in 6 blends (111 units total)
Special Price \$476.47 (margin 58%)

#2 Pre-Pack Special: 20% DISCOUNT!!

3 units of each product any 3 blends (57 units total)
Special Price \$279.43 (margin 52%)

Special Ends October 31, 2007



Back to School with Silver Hydrosol

**Be better protected from colds
& flus taking Sovereign Silver
on a preventative basis.**

- immunity-boosting
- antimicrobial
- regenerative properties for recuperation
- pink eye, ear infection
- tonsillitis, sinusitis
- for every need

**Always buy in quantity
and save.**

Sells best with good exposure

October, November, December
are Sovereign endcap months

Not represented by BMC in NC, SC, NJ, eastern PA



Essential Formulas

The most appreciated baths are the winter bath
For health, and beauty and softness of skin

Dr. Ohirra's Probiotic Soap

Have you tried

Dr. Ohirra's Probiotic Kampuku Soap yet?

There is no other product like it on the market!!

This soap with natural plant extracts and essential herbs leaves your skin supple, radiant and youthful! As with all products formulated by award-winning microbiologist Ichiroh Ohhira, Ph.D., this beauty and revitalizing soap does not contain fragrances, stabilizers, deodorants, preservatives, chemicals, minerals (i.e. titanium oxide) or artificial colors.

- Ingredients are carefully blended, naturally fermented and matured for up to five years!
- Natural Moisturizer and DEODORANT...ideal for dry or oily skin!
- Lather into the hair to introduce vital probiotics to your scalp

And enjoy baths as often as possible with the best skin soap on the market

Ingredients: Apricot, Wild Vine, Chinese Matrimony, Mulberry, Sea Tangle, Chinese Cabbage, Oleaster, Plum, Wild Strawberry, Loquat, Mugwort, Brown Seaweed, Shitake Mushroom, Chinese Bayberry, Probiotic extract with E. faecalis TH10.



Ancient Sun Nutrition, Inc.
Innovative Whole Food Nutrition Solutions

Ancient Sun's organic green superfoods are high in phenylethylamine and phycocyanin, (which is the leading natural anti-inflammatory supplement).

If you're looking for the best blue green algae from Klamath Lake — as a direct supplement or as an ingredient in our food enzymes and organic pet food — look to Ancient Sun. The distinction is quality!!

Crystal Manna™ — 100% pure AFA (Aphanizomenon flos-aquae), one of nature's most perfect foods.

Blue Manna™ — a proprietary extract of the blue-green algae known as AFA (Aphanizomenon flos-aquae) containing significant concentrations of Phycocyanin and PEA (Phenylethylamine).

**Digestive Enzymes Plus™
Animal Manna™**

and for the hottest bar in America, look at the splendid nutrition in our new

Wild Bars™

Get Your Manna Raw
www.wildbar.info/

100% Organic Wild AFA



SURYA
Brasil

**Buy early and save!!
25% OFF line drive
through Oct. 16th!**

Advanced notice

The busiest time for hair color sales is between October 20 and December 15th. Think Holidays and parties. Help your clientele look their best naturally with the cleanest hair colorings, and the best hennas on the market. Make that improved hair section bigger now. Highlight these safe, and effective products now so that the buyer will remember to buy their hair coloring from you this season and onward!!!

Surya – hennas and semi-permanent hair colorings

with none of the hair & scalp no-no's
NO PPD, resorcinol, ammonia, peroxide or parabens

**Don't miss these sales another
year. Buy today and promote**

*Good news: BMC is now repping Surya in
NC/SC*

BASS®
Brushes

*Finest Quality Hair, Body and
Skincare Accessories*

**Back to School
Holidays around
the corner**

**There is a lot of hair
combing out there!!!**

*Capitalize on the largest
majority bodycare product
besides the toothbrush!*

Bass Brushes: the
industry's largest and oldest
comb & brush provider.

Bass Brush also offers bath
tools and nail accessories;
shaving tools and
cosmetic brushes.

Not represented by BMC in NC, NJ, PA



Himalaya

HERBAL HEALTHCARE

October Monthly Special Women's Health Month

Herbal Formulas: MenoCare, MenstriCare, OsteoCare, LiverCare, VigorCare for Women

Pure Herbs: Shatavari, Mucuna, Gokshura

Buy 15 **7% OFF** formulations
3% OFF pure herbs

Buy 25 **15% OFF** formulations
5% OFF pure herbs

Buy 50 **25% OFF** formulations
10% OFF pure herbs

Prices 10/1 - 10/31

Gokshura is used to promote urinary tract health. Regulates the flow of urine. Cools and soothes the membranes of the urinary tract.

Mucuna has been reported to assist in normal nerve cell function. It also helps support libido occasionally lower among aging individuals, and assists normal nervous system function.

Himalaya USA now has colorful new floor displays. Pick any items in units of 4 totaling 36 items of the Herbal Healthcare Formulas and viola!! Instant increased sales!!

Fill the display at 15% OFF
(no other discounts apply: initial fill only)

Not represented by BMC in PA, NJ

AloeLife

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Healthy & Slim Daily Greens

is a combination of 12 green vegetables and 9 exotic foods in an aloe vera matrix. 1 Tbs. contains 4-5 servings of vegetables! It does not contain fillers or irritants to gluten intolerant individuals such as beans, seeds, wheat, gluten, flax meal, psyllium, apple pectin, oat bran, wheat bran, soy, tomatoes (night shades), brown rice, herbs, and other veggies. Detoxify the body with the power of this incredible green vegetable blend. Healthy & Slim Daily Greens has been available in a 10-oz jar containing a two-month supply, and is NOW AVAILABLE in Tablets or a Box Set of single serving packets.

October Monthly Promotion Daily Green Tabs and Daily Green Box Set

**24 item mix and match for
20% OFF.**

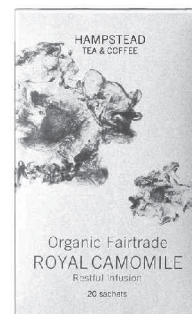
HAMPSTEAD TEA LONDON

When summer has slipped away, make your own sunshine... in a cup!

Aromatic Saffron Camomile tea

2 Royal Camomile teabags
2 cups freshly boiled water
5-6 Organic saffron filaments
honey to taste

Place the two Camomile teabags in a teapot then scatter the saffron filaments around the teabags. Cover with the freshly boiled water and let steep for about three minutes. Pour through a strainer and into a teacup. Sweeten with honey or other sweetener if desired and enjoy.



www.hampsteadtea.com



LIFE SOURCE BASICS

WGP 3-6 and Healthy Skin:

Looking Good is Only the Beginning

Life Source Basics Skin Cream contains WGP 3-6, proven to restore skin's health and vitality!

Your skin is the largest immune system organ in your body! And WGP 3-6 from baker's yeast is one of the most powerful agents for supporting the immune system. Using Life Source Basics Skin Renewal Cream can create healthy, vibrant skin and a more youthful appearance.

In our modern world, many things tend to destroy or weaken the Langerhans cells in our skin. UV light from the sun, chemicals in soaps and cosmetics, chlorine in the water - these all have a negative effect on these important skin cells. The key to supporting the Langerhans cells is beta glucan. Life Source Basics Skin Renewal Cream contains aloe and WGP 3-6, which research has shown activates key immune cells in the skin that protect and promote healing.

Not all beta glucan is the same! We back up our products with real and independent scientific studies that were done with our WGP Beta Glucan.

For skin healthy, and beautiful skin as well, recommend Skin Renewal Cream as part of any healing skin protocol. Keeps skin moist, wrinkle-free, smooth and youthful-looking. Great for aging skin

MushroomScience®

Mushroom Science is the **only** mushroom company in North America to list the levels of all the scientifically-validated active compounds on every supplement label.

With **tens of thousands** of peer-reviewed studies published over the last **forty years**, there is no longer any mystery regarding what the active compounds are in each of the different medicinal mushrooms. From Krestin (Coriolus) to Reishi to Maitake, the potency needed for therapeutic effect has been clearly established.

This potency information is essential, and it is what sets the Mushroom Science supplements apart from all other mushroom supplements on the market.

Effective medicinal mushroom supplements since 1994

Certified Organic mushrooms grown on trees, as in nature

Cordyceps	Reishi	Coriolus
Maitake	Lion's Mane	Chaga
	Agaricus blazei	

Immune Builder®

The Only Mushroom Combination Formula Made From 100% Hot Water Extracts containing: Maitake Gold, Coriolus, Reishi, Cordyceps, Shiitake, Agaricus blazei

Anti-fatigue Formula: liquid extract of cordyceps and rhodiola

PERFECT® ORGANICS

October Promotion

Body Glow

Mandarin Rose Coconut &
Grapefruit Lavender Coconut

Bath Therapy

Mandarin Rose Coconut &
Grapefruit Lavender Coconut

**Combine any two and get
15% OFF**

Body Glows—to look at the product you think you are looking at pure whipped butter. So spreadable. This product is a head-to-toe moisturizer using properly handled organic shea butters, coconut butters and jojoba oils. You will see that this feels like and looks like no other product. Exquisitely light with a perfect scent. 6 ingredients that moisturize and nourish your skin and hair all over!!

Bath Therapy—for the bath connoisseurs! Sourced from the best-known therapeutic sea salts (Dead Sea Salt, Organic French Grey Sea Salt, Mediterranean Sea Salt, Bali Sea Salt). The Mandarin Rose Coconut actually contains certified organic rose petals!

VEGAN



Herb Day

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elderberry has far outdistanced the one-sentence sales pitch we have used for years. These herbs are magnificent. While liquid extracts are the superior dosage form and Herb Pharm makes the most effective liquid extracts, **Bluebonnet** also offers both these herbs in capsule form from reputable European manufacturers. There are also many exciting new herbs that we owe it to our clientele to offer and explain. Again, andrographis is the latest greatest: good for colds, viral and liver support, this deep cleansing bitter will continue to marvel serious herbalists. **Amlaki**, **Guduchi** and **Guggul** all have a well-documented history of immuno-modulating function. **Himalaya USA** provides these herbs with a scientific precision that is the envy of the world. The information continues to



arrive and we all must be up to the challenge: it is our commitment!

As importantly, have you learned the nuance of using herbal remedies for children and their developing immune systems, and/or begun to grasp the promise that herbal health care offers to our aging customer base?

Most exciting to me at this time of year are the exceptional herbal blends that **Herb Pharm** offers. They truly are the most complex, best-made and most effective immuno-supportive herbal compounds on the market today. And with their name changes, everyone can understand their function and utilize their health-giving benefits. These formulas should excite you so much that you even forget the qualms often cited for not wanting liquid herbals. These formulas outperform anything else available. **Immune Defense** acts as prevention, **Echinacea-Goldenseal Compound** addresses every level of

the complex nature of a flu virus, **Immunattack Compound** is instant activation more reliable than the fire department, and **Virattack Compound** is a clear-cut solution for a wide-array of today's modern viral problems: the name says it all!

TESTIMONIALS COUNT

Well-in Hand Therapy Oil soothes everything: even Fire Ants.

Hello, my name is K.D. and I live in south Texas, where fire ants are prevalent. I was trimming my bushes and I came in contact with fire ants (nasty little critters) and I ran into the house looking for the usual junk we buy at the store and then remembered the sample of "therapy oil" you sent me when I ordered the lavender facial scrub (which I love), tried it and instantly was soothing and then after 20 seconds no more itching, it was totally amazing! I just ordered a bottle and I will keep it on hand and throw all the junk from the drug store away. Thank you.

— K.D.

OLBAS

October line drive!
Every Olbas Product
10% OFF
(open stock)

Olbas Floor Displays
15% OFF

(winter assortment, full line assortment)

Olbas Counter Displays
10% OFF

100 Olbas Consumer Samples in Handy Trial Display **FREE** with each Floor or Counter Display ordered!

Promo October 1st thru October 31st

Guaranteed Lifelong Sale
Stock Olbas nasal inhalers, Olbas pastilles and Olbas oil by the register, knowing that once a person stocks their home with Olbas, they buy the product for life.
Olbas is that effective for every medicine cabinet.

JUVO™

Juvo goes to the next level

We are selling more Juvo now than ever.

Stores are recognizing Juvo as a tasty, clean, organic & kosher raw foods option with a high percentage of freeze-dried foods. Enzyme-rich for energy, detox and weight loss.

Customers are noticing the energy change, the focus and the healthy waist-line. And they are becoming satisfied customers

Bring Juvo to your green foods department.

Raw, Living, Organic,
Vegan Vegetarian foods

Certified Organic, Certified Kosher

Canister, single-serving pouch
and 12-pak box

Not represented by BMC in PA, NJ

WELL-IN-HAND®

October Sales Promotion
15% OFF direct orders only
COOTIE BOMBS • COLD & FLU BATH

COLD & FLU BATH

Slip into warm, aromatic waters and inhale the pure essential oils and feel your skin soften as it soaks in the nourishing seaweed blend.

Contains sea salt, baking soda, sea weed blend, pure essential oils

COOTIE BOMBS

Mini-Fridge Freshener

Natural. Safe for dorms, campers, coolers, fridges and freezers at home and office. Chill-activated: odors removed within 90 minutes.

Cootie Bombs—great essential impulse buy!!

Keep the cooties out!

Cootie-free Fridges! Camper Coolers!

Ice Chests! Hotels! Spas!

One Cootie Bomb is effective for up to 100 cu litres.

Two CootieBombs™ for your full-sized refrigerators and freezers!

The active gel with natural marine extracts absorbs and neutralizes strong odors, preventing cross contamination of foods and scents



I will only feel safe when I have all of them in my home cupboards! With Herb Pharm's new 4-SKU wooden cross-merchandising shelving units, you should be able to instantly upgrade your immune system section with truly effective herbal formulas.

The herbs in these formulas (Echinacea, olive leaf, wild indigo, myrrh, lomatium, astragalus, reishi, schisandra, spilanthus, prickly ash, St Johnswort and lemon balm) read like a who's-who of the herbal immune pantheon. The question is: how much do you know about these herbs? This is good herbal medicine, using the industry's best manufacturer and the industry's most respected herbalist. Herb Pharm and Ed Smith, you cannot go wrong! It is more important that you know the application of these herbal compounds, and the time one would use each, is made easier through these new names.. Ask your BMC rep to offer a quick 5-10 minute on-floor training or schedule a staff training today. We want to increase your knowledge on these immune-

system products now. We can make our communities healthier!

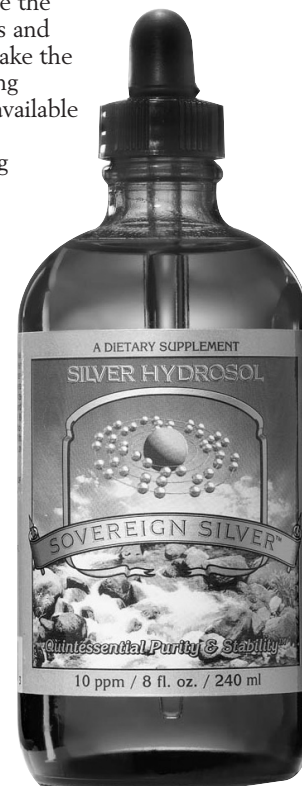
Again, older people do not have to be cajoled or swindled into having yearly flu shots: but what alternatives are you offering them? **Newton Homeopathic's Flu** remedy should be a best-seller in every store that



understands flu prevention. And **Newton's Kids Fever Aid** should be learned and utilized. The safety of beta glucans (I take Life Source Basics product every day because it is the only viable beta glucan product from baker's yeast on the market) and the safety and benefits of medicinal mushrooms for immune-strengthening and

respiratory concerns provide excellent choices for aging immune systems. There has never been a product more effective at eliminating intruders than **Sovereign Silver's Silver Hydrosol**. Everyone needs this available for quick action and we should recommend daily dosages as a preventative. Take the time to learn these products and recommend with love. And demand that studies begin which investigate foods and nutrients that strengthen the body in a preventative manner to make people stronger. Encourage the basics of probiotics and Omega-3's, and make the dialogue stimulating concerning every available option to a person wanting or needing immune system support.

More is known about natural health "care for the immune system" now than at any time in history. And the timing couldn't be better! Your body should be encouraged to do its work with natural assistance, and we should be weaning everyone off their drug addiction to pharmaceutical prescriptions that are unproven, unsafe and ineffective. Our products will only get into people's hands if you can explain them, and if you understand and have the confidence in them to share what you know with passion, confidence and conviction. Here comes the Winter: are you ready? ☘



"WE ARE HEALTH FOOD PEOPLE"

Clive Adams, Founder — Ancient Sun Nutrition

Clive Adams was first introduced to the blue-green-algae *Aphanizomenon flos-aquae* (AFA) while celebrating his 47th birthday in the summer of 1995. One of his birthday party guests gave him a sample of a liquid AFA concentrate, and within minutes, it became clear to Mr. Adams that this blue-green algae was unique among nutritional supplements. Its effects were powerful and immediate, and gave rise to immense curiosity as to the nature of this wild food. After several hours of discussion about the product, he ordered a 30-day supply. For the next month, he began a consistent daily regimen with the algae that has lasted unabated for over nine years.

The first 30 days of the regimen were unlike anything he had previously experienced using other dietary supplements. He had made many efforts to improve his health, but the AFA seemed to open up a completely new dimension of experience, leading him on a quest to discover the mechanisms by which this wild super food offered its numerous health benefits. During the first month, it was apparent that a great deal was going on at a cellular level that couldn't be understood fully at the time, but the results and benefits were clear. He experienced increased energy, attention and focus; stabilized blood sugar; improved digestion and an overall elevation in sense of well being that has lasted to this day. In 2001, after much thought, he decided to work in concert with the finest AFA harvester to create Fresh-Dried™ Crystal Manna, an AFA product with superior quality and integrity and shortly thereafter, Ancient Sun Nutrition, Inc. based in Asheville, NC was incorporated. Ancient Sun Nutrition, Inc. (ASNI) is primarily engaged in the development and marketing of a unique line of premium quality, certified organic, kosher "super foods" for the natural foods market. The master ingredient and foundation for all products is the wild blue-green algae known as *Aphanizomenon flos-aquae* (AFA). Ancient Sun bottles, packages and distributes its own custom-formulated products for direct and wholesale distribution to health food stores, food co-ops, health care practitioners and custom supplement formulators. Look for their newest product on the market....Wild Bars!



PHONE EDUCATION AT YOUR FINGERTIPS

**Friday October 19
2 PM EST**

A fantastic opportunity:
Ed Smith will conduct this month's tele-training,
"Herbs for Immune Health"

just in time for cold & flu season.
Call your BMC rep to be involved



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

Will We Raise or Lower the Bar?

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not for optimal manufacturing. We all have the power and the choice.

The way to change is through the next step. Are you carrying fish oils that you know do not meet the highest standards? Are you buying supplements from companies that never utter the words "quality raw materials"? Do you buy herbs from companies that never touch the earth in the production? Do you buy products based on the lowest price?

On this last point, I am a reformed value-shopper. I now know that the job of the buyer (and manager and owner) is ultimately to find the best products and market them enticingly while educating about the value gained from the quality – and to make your store the destination of anyone truly seeking to better their life and improve or resurrect their health. Quality purchasing means buying & selling the best for the greatest good. Quality is the most important consideration for results. If that mission is being sought, every other decision that is made will fall into place.

Good luck to everyone this buying season. May the shelves reflect your most noble visions and efforts! Surf's up. ☺

Note: The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call Laura Pestel at 864-879-3465 and put in your request now.



How to reach Blue Moose Consulting

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

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

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