



Talking Health: Banish Fragrance

The more we learn, in this diligent natural foods industry, the better we are at changing the marketplace and making our customers safer and healthier and happier. So, for this moment, let's put our feelings about poor quality products emanating from some manufacturers in China out of our minds, and let's take a fair and serious look at some of the ingredients on our own shelves in the bodycare department. For, it is in what we buy and what we recommend and what we provide that we have the most control over. And, unfortunately, too many people in our industry are not even remotely aware of the danger that exists in ingredients that pepper too many of the bodycare products in our industry. And that seemingly innocuous ingredient is listed on labels all over your store as "fragrance."

After I recently learned about the fallacy of the healthfulness of this ingredient, I started asking people in every avenue of our industry and almost no one knew the danger of this catch-all phrase and what it really means.

As I said in the first sentence, the industry continues to impress me with how it advances in its quest to get the story correct and to clean bad elements out of our shelves. So, when I found the *Environmental Working Groups* website, www.ewg.org, I realized that good people were already working on the issues of cosmetic safety long before I became aware. And hopefully now I can extend this group's reach to many more concerned natural products activists and decision-makers.

EWG has a Cosmetic Safety Database called "Skin Deep" that has had 28,974,105 searches performed in it since the site was opened in 2004. The Skin Deep- testing results are not currently filled with products from our industry (yet), but the activity and science that this undertaking have uncovered some worrisome dangers that have consistently been snuck into products we sell for decade now.

In a special section designed to help consumers navigate the world of body care products sold in the US today, EWG has made a list of products considered

particularly dangerous. Surprisingly, the fourth ingredient listed as on the site "What Not to Buy" (www.cosmeticsdatabase.com/special/whattottobuy) is "Fragrance". Right behind placenta and the heavy metals lead and mercury sits a word for an undefined mixture of what could be any type of toxic. Quite simply, the US Government suggests no limitation to what can be called fragrance. The first fear is that "fragrance" can refer to literally hundreds of different compounds and petrochemicals that are undisclosed and unregulated. Second, "fragrances" are listed among the top five allergens in the world.

So, please be alerted and be afraid. Too many stores have fragrances hidden in the labeling of many of their ingredients. Why? Because too many body care 'manufacturers' do not actually manufacture any of their products at all. They merely market and sell their products. It would be advised to start asking those companies that provide you with products if they actually manufacture,

continued on page 2

Talking Business: My Home Health Store—Rest in Peace

I feel homeless. While I have hundreds of health food stores to cater to and visit [always receiving warm and inviting receptions], I have recently lost the last health food store that I had a hand in managing. Closed after 32 years. The **Cash Grocer** in Old Town Alexandria, Virginia closed its doors last week, and its owner—Peggy Kleysteuber — is moving on to other, more challenging ventures.

For nearly 20 years, this was the store that I called home. In its heyday — a time I was very fortunate to be part of — the store was both an "A" account and a delight to work at. Peggy had created something special. I served two stints there, one for five years and one for two years. It is amazing in retrospect how time periods at the same location can be so different: but all my time there was worthwhile and filled with happy memories.

The question rises as to why the store has closed, was this fate inevitable, and what lessons can I learn and share from this sad

news? So, with deference to my dear friend Peggy — whom I have always loved as a sister and whom I honor with this caring reflection — I review the life of a wonderful, now-closed health food store.

Cash Grocer was the unusual name that Peggy chose for her store when she moved uptown in Alexandria in 1977. She purchased, at an affordable price, a ramshackle building in the less-favorable end of an undeveloped Old Town in Northern Virginia. The building at one time had been a rough-and-tumble sailor's saloon; but now it was the new storefront for an idealistic health-foodie and her friends. The name derived from an old sign Peg had found in her grandfather's basement. Peggy played carpenter extremely well as she built the store, going back slowly section by section in the long corridor of the interior.

Every addition was innovation, personal sweat and ingenuity; and the conservation that a shoe-string budget allowed. Peggy first became involved in macrobiotics, which

appealed to her ever inquisitive mind and her belief in an inherent order to the universe. Through careful budgeting, an honest and friendly attitude and by eating food only from her store, Peggy was able to build a loyal following, and to grow the business little by little until it was quite the exceptional store.

Her emphasis on the macrobiotic way of life paid off, as people drove from far and wide to buy all the staples from her excellent selection. She was a big customer of the fledgling *Tree of Life*, and soon a major direct purchaser from *Great Eastern Sun*. She always marked down from the suggested retail price (a manual process of calculation that took a fast calculator when the perishables arrived), because she wanted to get people eating good food and because it gave her a slight competitive edge. When *Organic Farms* started one of the first east coast organic produce distribution points in Beltsville Maryland, Peggy was one of their

continued on page 6

Banish Fragrance

continued from page 1

and if they have a stance on using fragrance in their products.

In actuality, "fragrance" actually is more dangerous than the methyl and propyl parabens that we have taken such a strong stand on in our industry. And yet, most stores have not scoured their inventory and made a stance on these potentially dangerous mixtures. Fragrances are a catchphrase for scents that are created to make products smell good. Usually petrochemical and artificial, fragrances are almost always a hodgepodge of ingredients too long to actually list on a label. Therefore, under all circumstances, fragrances are items that do not belong in products we sell. To people who work in bodycare product manufacture, handling "fragrance" is one of the most dangerous things that they do—for concentrated fragrance is extremely dangerous to handle. Fragrance provides many unknowns that can lead to irritating if not hazardous conditions for the consumer, and it is our obligation to protect them.

What are the options to fragrances?? How surprising: the solutions are essential oils!!

Now even essential oils have their concerns, and the BMC newsletter will delve into this in a later issue: but at least when the label discloses an essential oil you know what is being provided. The other important benefit of essential oils is that they are often antifungal and antiviral, and they are also usually effective natural preservatives as well. Where EWG has it wrong is that they only recommend that people seek "fragrance-free" products when they should encourage people to search out companies that do not use fragrance and that go the distance and use the more expensive, more natural and safe essential oils to fragrance their products.

Blue Moose Consulting is proud to say that we have selected manufacturers that use essential oils and that preclude fragrances from their ingredients.

Aromaland has just introduced a new line of bodycare products that are exceptional because they are an essential oil company, and they use the highest quality ingredients when they make their products. Note I said that they make their products. Aromaland is a well-known manufacturer in our industry, and only now are they focusing energy on selling to the natural food stores. Aromaland private labels many companies products, so they know how to make products well.

MARKETING IDEAS

Expo Deals

Why not advertise your 'special prices' that are offered from deals gained from attending the Expo East trade show? Take a number of the deals that you gain from the trade show, and advertise the fact that you traveled to the show to capture better deals for your clientele. Bring a camera and take pictures of the traveling-deal-getter in front of the convention center and in the booths of your favorite manufacturers. Let your clientele know how hard you work for them, and the lengths you will go to bring savings back to the store for their benefit.

Their latest selection includes shampoos, conditioners, body lotions, massage oils, bath salts, and bath & shower gels. The scents are from the essential oils, and one can easily tell that Aromaland has mastered the skill of natural fragrance. But for now, we should pull this word from our vocabulary and educate on the importance of essential oils over the pernicious hidden danger, the fragrance.

Blue Moose's two other major bodycare lines are also fragrance-free. Both **Well-in-Hand** and **Perfect Organics** have created entire lines based upon natural and superior quality ingredients. Well-in-Hand deserves a place on every shelf because they offer products that are solutions to health issue. From the simple nuisances of acne — countered effectively by **Zero Zits** — to the major health concerns of herpes, warts, pain, lice, and nail fungus, relief is always well-in-hand with the exquisitely made formulas that Linda Doby has presented in her clean and herbal line.

Finally, Perfect Organics tops the list of superior bodycare lines. For Perfect Organics made the decision from the start to only use Organic essential oils. The time has come for this industry to once again be leaders. The time has come to banish fragrances from our shelves!! Spend the rest of the year reading your labels, and start to purge those products with the nice labels, and the noxious and allergenic little secrets, hidden in the fragrance. Speak loudly to all your bodycare providers and tell them that fragrance must go the road of the paraben in our industry. Out the door; never in the door. Time for a sea change: Well-in-Hand for natural healing, Aromaland for sumptuous and healthy bodycare, and Perfect Organics to satisfy that emerging Organic market looking for products without parallel.

So, how quickly can you change the present and make the future better and more healthy? ☺

TAKE 5 MINUTES

Nordic Naturals Raises the Bar with "The Golden Cod Experience"

— Kicking Off at Natural Products Expo East 2007!



Watsonville, CA (July 12, 2007) Nordic Naturals announced today the launch of its "Golden Cod Experience", a special opportunity for natural product retailers. Take a look!

The Pitch: Who doesn't love chocolate, right? Especially if that chocolate bar contains a winning "Golden Cod Experience" ticket from Nordic Naturals? The company has asked local candy manufacturer, Mackenzie Chocolates, to supply 5,000

chocolate bars (made from 70% dark chocolate) with special Nordic Naturals packaging. 5 of these 5,000 bars will contain a winning "Golden Cod Experience" ticket! Yum!

The Promotion: Natural product retailers will have the chance to receive one of these 5 lucky chocolate bars in two different ways. The first bars will be handed out at Natural Products Expo East 2007, to the first 200 retailers that place an order at the show. At the end of October, the company will mail a Nordic Naturals chocolate bar to all retail buyers that have ordered in third quarter 2007. Buyers must submit their tickets to claim their prize!

The Catch: Five retailers along with a guest will win a trip to Nordic Naturals' California headquarters in March of 2008. Lucky winners will stay at the Sea Cliff Inn located in Aptos, California, for 3 nights while enjoying several special events planned just for them. Activities include a special dinner, a tour of the Monterey Bay Aquarium and Research Institute, VIP tour of Nordic Naturals' California headquarters and an educational summit with Stuart Tomc, Nordic Naturals' educator, and other wonderful speakers. Timed just prior to Expo West 2008, winners have the option to make their experience a 3-way round trip, including airfare to Anaheim for Expo and then home again!

The Publicity: Winners' names/store locations and photos will be announced in a special press release when all winners have claimed their prize. It's deliciously fun!

Nordic Naturals is the leader in omega-3 fish oils and EFA blends with exceptional taste, freshness, and purity levels and has over 80 different fish oil products, including liquids, capsules, and children's chewables. For information, visit www.nordicnaturals.com; or call **800.662.2544**.

The Golden Cod Experience is a natural health retailer-only prize and is not open to the public. Retailers will not be charged for the Nordic Naturals chocolate bars.





Winter Immune Support Promotion:

September through March 2008

Receive 25% OFF this Mix & Match Promotion.

A total of 72 pieces must be ordered in increments of six. Choose from the following products while supplies last!

Andrographis liquid extract	Super Echinacea liquid extract
Astragalus liquid extract	Golden Echinacea glycerite
Black Elderberry glycerite	Immunattack Compound
Black Elderberry liquid extract	Immune Defense Tonic
Children's Echinacea glycerite	Olive liquid extract
Children's Winter Health Compound	Oregano Spirits Compound
Echinacea Goldenseal Compound	Propolis-Echinacea Throat Spray
Echinacea glycerite	Super Echinacea Capsules
Echinacea liquid extract	Super Echinacea six pack counter display
Golden Echinacea liquid extract	Virattack Compound

Expo East Show Specials

15% over \$100.00 order
20% over \$500.00 order
between 9/24-10/5

Booth # 1053

Not represented by BMC in NJ



A perfect time to Change your choices for Vitamin C

Bluebonnet: sold only in independent health food stores

How "available" is that Vitamin C that you are selling?????

New:

- Chewable Vitamin C-500 mg (60 + 120 tab)
made with Earthsweet™
- Buffered Vitamin C-500 mg (90 + 180 Vcaps)
- Buffered Vitamin C-1000 mg (90 + 180 caplet)
- Vitamin C-500 mg PLUS ROSE HIPS (90 + 180 Vcaps)
- Vitamin C-1000 mg PLUS ROSE HIPS (90 + 180 Vcaps)
- Citrus Bioflavonoids 750 mg (90 + 180 Vcaps)

Expo East Show Deal: All Products 20% OFF!!

One deal in the two-week window, 9/18 till 10/06

Mark your Calendars

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

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

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, as well as a host of other health benefits. Wake up to history in the making as this sleeping giant makes headlines once again and takes the industry by storm.

Speaker: Kim Shovelin, MPH, RD, LDN is a registered dietitian with a background in health communications. She holds a master's degree in public health from the University of North Carolina at Chapel Hill with over 10 years of experience as an educator

Go to www.naturalproductsmarketplace.com/bluebonnet to register. First time users of Nutrilearn should pre-register! Mark your calendars now!

Booth #1239



NORDIC NATURALS

SAD? Be sure to get your DHA!

Nordic Promotion

Sept 24 – Oct 23

01743 DHA Formula 90 ct
58783 Arctic- D Cod Liver Oil- Lemon 8 oz.

Expo East Show Deal:

12 units get 15%

72 units get 17.5%

144 units get 20%

Line extensions get 20%

Event at the show: Chris Mohr

Chris Mohr on Fitness and Fat Loss

Friday 9.28 on Level 300 in Room #327

(300 Level) 11am-12pm

As good as it gets.....view Nordic Natural's new educational and entertaining DVD "History of the Arctic Cod" on the www.nordicnaturals.com website

Booth # 1111

Not represented by BMC in NJ and parts of PA

NEWTON homeopathics

Always safe, always effective.

September Newton Promotion

20% DISCOUNT*

Appetite Control (NO27)

Blues & Mood Support (NO35 formerly The Blues)

Eczema (NO17)

Jet Lag Spray (N221)

Libido (NO68)

Newton for Pets

Energy-Immune Assist (PO24 formerly Pet's Fatigue)

Nothing but Natural for Kids

Tummy Upset (FO20)

*Deals not to be combined with any other discounts

Mark your calendars now for the 20th Anniversary open-house celebration on Oct. 30th at Newton Laboratories in

Conyers, GA! Look for a post-card soon about the Anniversary discounts later in September

Booth # 800

Not represented by BMC in NC, WV



AROMALAND

The Essence of Well-Being™

New line!! Just launched by Aromaland

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!

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:

#1 Pre-Pack Special 30% DISCOUNT!

3 units of each product in 6 blends
(111 units total) Special Price \$476.47
Retail Value \$1,140.45 (margin 58%)

#2 Pre-Pack Special 20% DISCOUNT!

3 units of each product any 3 blends
(57 units total) Special Price \$279.43
Retail Value \$585.15 (margin 52%)

Special Ends October 31, 2007



Stock up on Silver Hydrosol now
There is no need to carry any other Silver!

Expo East Show Special

Add an additional 10% OFF all quantity discounts

Back to School—think of Sovereign Silver as a protective shield around your child. From helping protect against colds and flu, to fighting infection from cuts and scratches, and relief from ear infections and sunburn—silver hydrosol can offer children effective protection against the many harmful substances in their environment. Amazingly enough, silver hydrosol is effective in helping the body defend itself against all forms of infection, be it bacterial, viral or fungal. Clearly, it's a great addition to the medicine cabinet!

(The Doctors' Prescription for Healthy Living/Vol 9, Num 9) Ask for copies of the "Back to School with Silver Hydrosol" article in *The Doctor's Prescription for Healthy Living* with your next order.

Booth #1819

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



Essential Formulas

Dr Ohirra's Probiotics 12

The World's best-selling Probiotic

- Vegetarian, vegan, and non-GMO
- published gut adhesion studies providing validity
- 5-year natural fermentation

Unlike any product on the market. Safe, effective and much more than a probiotic, Dr Ohirra's Probiotics 12 deserves to be on every health food store shelf in America. 30 & 60 enteric-coated vegetarian capsules.

Expo East Show Deal:

10% DISCOUNT,
plus FREE Shipping & Handling

Accounts that call in 9/26-10/3 receive same offer!

Booth #1605



The leading source of blue-green algae

Refractance Window™

Drying Technology

100% Organic Wild AFA

Organic raw cacao energy bars with blue green algae

Join the Growing Demand for:

Crystal Manna

Blue Manna

Animal Manna

Digestive Enzymes

Wild Bars



Expo East Show Special

25% OFF invoice on all Surya Brasil Products!

Buy in dates: 9/10-10/16

Leave-in Cream Conditioner

Use it all the time to condition sun and chemically-damaged hair

Perfect to protect the highlights of tinted and colored hair

- Excellent for slicking back hair
- No parabens or petrochemicals

A Lifestyle in Harmony with Nature!

The wisdom of ancient Ayurveda and native knowledge of Amazonia together to benefit your hair.

Booth # 254 Hall A

Not represented by BMC in NC, SC



Finest Quality Hair, Body and Skincare Accessories

The Bass Brush Professional Styling Brush

is becoming the preferred brush of choice by Professionals everywhere for blow-dryers. Its heat-resistant bristles and solid handles makes this brush truly a work of art and science. Provide your clientele with a professional-grade brush that is perfect for health-ful hair and scalp.

Brush # 201

Solid maplewood, hand-finished wood handles

Create a retail sale center within your store and create a new category of sales in your store. Diversify. Call and ask your BMC rep how to start.

Not represented by BMC in NC, NJ, PA



Himalaya

HERBAL HEALTHCARE

September Line Drive!! Complete product line

Buy min. of 15....get 8%

Buy min. of 25....get 10%

Buy min. of 50....get 15%

Buy min. of 100.. get 23%

Buy-in dates: 9/1-9/30

Himalaya USA® is the exclusive North American representative of The Himalaya Drug Company of Bangalore, India, which has pioneered scientifically validated Herbal HealthCare. Starting in 1930, Himalaya succeeded in combining the rich value of an old system of natural health with all the processes of modern pharmaceutical technology. Since 1930, the result of this gigantic effort has been widely sold throughout the world and Himalaya has established a position of uncontested leadership in pharmaceutical-grade Natural Health Products.

Pure Herbs – seed to shelf quality control
Herbal Formulations – double-blind placebo controlled studies on every formula

Every quarter of a second, a Himalaya product is bought somewhere in the World!

Booth #1213

Not represented by BMC in PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Each Quart of Aloe Life Whole Leaf Juice (3:1) Concentrates are made from 20 pounds of the entire Organic Aloe Vera plant leaves, and equals one gallon of quality juice. Processed in 3-6 hours from field to bottle in Texas, we avoid oxidation and high heat (No pasteurization) that can break down active ingredients. No water added! Serving size 1 oz. – May use more based on body size and dose dependant for immune stimulation

Expo East Show Special*

20% discount 72+ items

10% discount 24 - 71.

*Must come by the booth to take advantage of the extra show savings.

Healthy & Slim Daily Greens tablets
(available now)

Healthy & Slim Daily Greens packets box of 30-individual serving size (at show)

Plus: Bug Beware natural bug repellent
2 oz. Spray.

* 100% safe for kids, pets and adults!

* Amazingly Effective

* Field tested in the Alaskan Terrain

An ounce of Aloe Life juice daily is worth a pound of cure!

Booth #1137

HAMPSTEAD TEA LONDON

10% OFF **BioChai** this month
direct sales

Finally, a quality distributor for the Hampstead Line. Hampstead Tea will be available mid-August through **Natural Warehouse** distributors. Ask your BMC rep for their catalogue now

CHAI PANNA COTTA

1 1/2 cups heavy cream

3 biochai teabags

1/2 tbsp vanilla

1/3 cup sugar or sweetener

1 1/2 tsp gelatine or agar equivalent

Bring the cream, sugar, vanilla and teabags to simmer. Infuse the teabags in this for 8 minutes then remove. Stir in the gelatine until it completely dissolves. Let the mixture cool, and then pour it into four ramekins and refrigerate until set. Sprinkle with cinnamon to enjoy.



www.hampsteadtea.com



LIFE SOURCE BASICS

For immune-system support, Beta Glucans may be the most effective broad-spectrum nutrient you can recommend. Every store should carry and promote quality beta glucan products. But not all beta glucans are equal!

Life Source Basics back up their products with real and independent scientific studies done with their WGP Beta Glucan.

Life Source Basics is the best natural product to support your immune system. It contains WGP 3-6, a patented compound derived from the cell wall of Baker's yeast. Backed by numerous independent studies at leading universities and medical centers, Life Source Basics activates key immune cells to more quickly identify and fight foreign challenges. And it's gentle and safe to take every day.

75 mg – 30 ct 125 mg – 60 ct
250 mg – 30 ct 250 mg – 60 ct
500 mg – 60 ct

**New accounts opened in
September—25% OFF**

**Reorder discount: 20% OFF
September 24 through**

MushroomScience®

Expo East Trade Show Deals

20% OFF all orders

placed at show

25% OFF all new accounts

Medicinal Mushrooms: Mushroom Science has been offering their customers the purest and most effective medicinal mushroom supplements and organic mushrooms since 1994, longer than any other medicinal mushroom company in North America.

Our experience shows:

- We grow our own certified organic mushrooms, on wood, the way nature intended.
- Quality is guaranteed; each supplement is formulated to deliver consistent and effective levels of all the primary active compounds identified in the scientific research.
- Potency is listed on the label of every mushroom supplement, allowing you to take full advantage of the dosing recommendations proven effective in the scientific research.

No other medicinal mushroom company can match our skill, sophistication or experience when it comes to providing you with guaranteed potency, research quality, certified organic mushrooms and mushroom supplements ... the proof is on every label.



**New line! Just launched
by Mushroom Science
Harvest Moon
Mushrooms**

2-oz shiitake mushroom pack for SRP 5.99. Come by the booth and see the new products: Booth

Booth #1401

Harvest Moon Mushrooms #4107

PERFECT® ORGANICS

September 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!

Booth #360



My Home Health Store

continued from page 1

best customers. Cash Grocer was all about organic, natural and clean!

My appearance on the scene as the new manager was precipitated by the arrival of Peggy's child: Margaret Rose would be a true health-food child. She went from birth to the baby stroller in the store aisles, a cotton towel draped over the carriage while she slept. If you all could have seen the Blue Moose then: I was excitable, full of awe at this natural world, and quite the wild man. I looked up to Peggy and learned from her as she taught me of cooking techniques and ways to clean the produce. I kept her shelves filled, and made sure that we always got the best prices possible within the limits of our budget (Peg would always complain that we were spending too much!) I still cook with two of the neat cooking tools I bought at "Cash" years ago, and I have not had a good glass of water since the man who delivered water to Peg's store lost control of his spring in Rapidan, Virginia.

The best period of growth for the store was when Kerry Dunleavy and I were climbing the wooden storage shelves above the store and rotating the Shiloh Farms breads in the freezer. In my 18 years of health food retail, I would say that there was one magical 9-month period when we had a

perfect staff: Michael D. and I would literally solve every health riddle that came our way and we had the perfect feminine balance of Lara B. and entourage. Things were good.

I moved on to a bigger paycheck, and then was lured back two years later for another two years. This time I lived above the store: every health food groupies dream.

Then, off I went again, realizing that you cannot revisit paradise twice.

The store had several good managers after that: one currently owns a great store in Newport News Virginia. I would always smile humbly when I was treated with great respect when I returned to the store: the customers and staff were family — a large, extended community involved in natural foods. Things were good.

The natural foods movement has expanded dramatically since those days fourteen years ago, and I have seen many other great stores and great moments where community has been vibrant, vital and nurturing; but, for me those times were the moment historically when all the forces lined up perfectly and there was order in the natural foods universe.

Things have changed. The natural foods industry seems to have lost a huge dollop of its purity. Profit and margin has trumped health and purity. And now, the Cash Grocer has made the decision to close. Why?

As the years have moved on, and I have become a road warrior, I have visited the store less frequently. But I still had my regular talks with Peggy out back about where the store was going, what obstacles were in the moment, and how Peg was envisioning the store's future. It was about the time that *Whole Foods* opened blocks away that she began to speak of other options, and a bed-n-breakfast in West Virginia.

My observation was that Peggy has always maintained her passion for natural healing and the path she chose in life. She even seems to have a keen enjoyment of the precision of good business. But she never wanted to play by the new rules of modern natural foods business. As TOL and UNFI bought up Beautiful Day and Northeast Coop, and Marc's Distributing stopped their friendly local deliveries, the comradery that had fueled the industry for years began to wane. Strangers delivering food they had no real connection to.....

Peggy had benefited from years of loyal and dedicated management. While she always held the reigns intelligently, she was blessed with a series exceptional managers. The shelves were always kept orderly with products well-faced (even if she was comfortable with a look that looked more like an old hardware store than today's

continued on next page

OLBAS

September Special

Soothe & Protect Skin With Olbas
Vitamin-Rich, Skin Conditioning Oil
Olbas Sport Massage & Skin Care
Oil

4 oz or 8 oz

15% OFF direct orders

**20% OFF direct orders, new
placement**

Expo East Show Specials:

- All Olbas products (open stock) — **10% OFF invoice**
- Olbas Floor Displays — **15% OFF invoice** (winter assortment, summer assortment, full line assortment)
- Olbas Counter Displays — **10% OFF invoice**
100 Olbas Consumer Samples in Handy Trial Display **FREE** with each Floor or Counter Display ordered!

Buy in Dates 9/27- 0/31

Booth #4828

JUVO™

**Why One Pouch Of JUVO Vegetarian
Raw Food A Day Changes Your
Health?**

1. **JUVO is a plant-based vegetarian meal:** Organic whole grains, vegetables, sea vegetables and mushrooms make up the premium vegetarian ingredient list.
2. **JUVO is a living and uncooked vegetarian food:** Over 25 natural ingredients are freeze-dried to protect essential nutrients and retain freshness.
3. **JUVO is a complete whole food meal,** full of nutrition but low-calorie: Perfect for weight loss in a healthy natural way.
One JUVO meal a day can provide optimum energy, enhance metabolism, strengthen the immune system, cleanse the digestive system, and control (reduce) daily total calorie intake, thus improving overall body function and eventually reJUVOing your body. "One JUVO vegetarian meal a day can make a healthier America" *This is JUVOlution.*

**Expo East show deal
15% OFF at the show. Promo
includes free shakers**

*New Formula—filled with USDA certified,
kosher ingredients*

Booth #1332

Not represented by BMC in PA, NJ

WELL-IN-HAND®

September Monthly Promo
15% OFF direct orders

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.

**Fungifree™ Pre-Polish
Shield**

Brush Free Application to reduce
cross contamination!

Relief is WELL-IN-HAND!

100% Natural. Certified Vegan.
Topical Remedies. Effective.
Guaranteed!



category-managed shelves where no slow items are allowed to dawdle).

The greatest problem she had was keeping a passionate staff employed. Most stores know that employees can almost be considered transients with the speed with which they move through the payroll files. Stores with good and loyal employees should always count their blessings and always consider the monetary needs of their staff so that good employees consider it worthwhile to give as freely as most employees do. And understand the value of training. (and vacations and a give-and-take leeway concerning scheduling) A good employee is an investment that is hard to find in America today!

Peggy may also have done better to keep her sales program more exciting. When the major distributors came out with cookie-cutter sales programs, it made the consumer less inclined to travel the distance to see what the other store was offering as a savings each month. Using the predetermined deals meant that the effort to put up signs and change prices was actually nearly counter-productive. Variety and differentiation are what make one store a destination point: what are they selling now?? When every store started to sell the same sale items, and those things became available in a more universal setting, it

spelled the beginning of the end for a whole cosmos of vibrant and functional stores that were not willing or able to change — and buck the system and evolve.

The unavoidable problems of a narrow store and bad parking would hurt Cash Grocer until the end; but, it was the slowness in changing and some bad decisions that were made that may have caused customers to choose to go elsewhere more than the problems with location. Cash Grocer got on two miss-directed bandwagons, and the store got too radically behind ideas that were more exclusionary than macrobiotics may have seemed to the outsider. First, it was the New Chapter mania. Now I was an initial part of that movement, and I am still a big fan of what both Mega Foods and New Chapter present (and I know I may ruffle a few feathers here..) but when a store starts to dictate their personal preferences to the detriment of other products that they sell, they are — in effect — undermining their own business. People would walk in and be told that 75% of what the store sold was questionable and only New Chapter was “superior” Inevitably, people who were not “sold” on the presentation would choose to seek their advice elsewhere and the trust was mildly tarnished. Then, the “blood-type” diet took hold. In this case, store personnel went from

BOOTHS: BMC MANUFACTURERS

Aloe Life1137
Bluebonnet1239
Essential Formulas1605
Herb Pharm1053
Himalaya USA1213
JUVO1332
Mushroom Science1401/
Harvest Moon Mushrooms4107
Newton Homeopathics800
Nordic Naturals1111
Olbas4828
Perfect Organics360
Sovereign Silver1819
Surya Brasil254 Hall A

one passionate recommendation to another: the customer could only become confused. The better strategy would have been to recommend every option available, and then the primary recommendation would be seen in a different perspective.

Peggy was absolutely a food-first person who rarely took supplements, and her store was built on a premise where supplement sales were a driving force in her profits. She usually turned vitamin sales over to other staff. Now, sales were slowing due to the enthusiasm for certain products by salespeople who would be long-gone after the damage had been done. Beware, then modern world — there will be another “Atkins Diet” after another “Westin Price fad” after another “Garden of Life” marketing coup. Never stop offering choices and explaining the merits of each system: never make one option your sole recommendation ... unless you are prepared to sell only one line or suffer the consequences.

The biggest down-fall of Cash Grocer was the inevitable drying up of talent. After Whole Foods entered the scene and absconded with a whole generation of well-trained help, there really was little left in the talent pool — the chain of sustainability had been broken. It is only in small business health food store that people learn all the attributes of the natural foods lifestyle. Specialization within departments just creates a cadre of department-specific workers. Wholism is lost. Passion never rises beyond a certain level. Things fall apart. Sustainability becomes more difficult. Problems magnify and the sense of comradery is shattered. We used to cheer the sum total of Saturday's sales: group excitement that the store had achieved and admirable day, or a new monetary high. We were all together for Peggy's store. Things were good.

continued on page 8

“ WE ARE HEALTH FOOD PEOPLE ”

Marriage has been in the air at BMC this year. Congratulations to the two Newlyweds and the best of wishes to them and their new lucky spouses!!



Laura Pestel started working in the natural foods business back in 1982 when she stumbled across a bulk food store in Charlotte, NC. Since that time, she has always been involved in natural foods retailing and has witnessed the exponential growth of the business. She was part of the movement to pass the Dietary Supplement Health & Education Act (DSHEA), as well as a proponent for revising the USDA's national standards for Organic agriculture. From 2003 to 2006, she was on the National

Products Association board for the Southeast. She comes to Blue Moose Consulting after working 25 years in retail management and is excited to be working with the outstanding companies that BMC represents as well as all the retailers in the Mid-Atlantic area. Recently married, she lives with her new husband in Greenville, SC where she has resided since 1995. Laura is the BMC General Manager, so wish her well in marriage and management.



Jessica Wood and Taichi Yamamoto got married on Friday, August 3rd at a park in Arlington Virginia. They met 3 1/2 years ago while singing together in a Buddhist rock band. Taichi is a native of Tokyo Japan, and Jessica is from Arlington Virginia. Jessica worked for 2 1/2 years as a sales rep for Blue Moose Consulting, and has recently transitioned to working in the new BMC office helping to keep things organized and moving smoothly. She has always been interested in nutrition and natural foods, and has worked in health food stores, on farms, and as a

nutrition counselor before becoming part of BMC. Much love and happiness to Jessica and Taichi.



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 UPDATED WEBSITE!
WWW.BLUEMOOSECONSULTING.COM

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

My Home Health Store

continued from page 7

Then, the market reached saturation. Staff lost their excitement. People came and went and it became difficult to train the carousel of novices. The store lost its foundation, and Peggy's workload became more strained as opposed to less. So, she capitalized on her early wisdom and sold the building. Onward to a more fruitful task.

At this stage of my career, I don't need to find the passion: I just need to find the energy to meet the passion for this work I love. In Peggy's case, she still has ample energy (which she will no doubt transfer elsewhere), but she could not find the passion anymore in the arena of that store — that community resource — that she did herself indeed create.

Peggy's contribution to the natural foods movement is significant. She was and is a health pioneer of this still blossoming natural foods movement. She was ultimately successful on every level personally and got out on her own terms. We who continue to turn the soil still must learn from the lessons of this earlier farmer: for that is what sustainability necessitates. We love you Peggy!

Cash Grocer 1975-2007

I need to find another home health food store! ☹

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

Blue Moose Consulting • Michael Hennessey
office: 202-588-8238 • cell: 202-236-3735 • fax: 202-986-9501
Michael@bluemooseconsulting.com • www.bluemooseconsulting.com
PO Box 557 • Falls Church, VA. 22040-0557
3509 Connecticut Ave., NW, # 150 • Washington, DC 20008

COMPANIES REPRESENTED:

Bluebonnet Nutrition Corporation

www.bluebonnetnutrition.com
800-580-8866
fax: 1-281-240-3535
Sugar Land, TX 77478

Newton Homeopathics

www.newtonlabs.net
800-448-7256 • 770-922-2644
fax: 1-800-760-5550
Conyers, GA 30012

Himalaya USA

www.himalayausa.com
800-869-4640
fax: 713-863-1686
Houston, TX 77042

Perfect Organics, Inc.

www.perfectorganics.com
703-734-2434 • 800-653-1078
fax: 703-852-7199
Merrifield, VA 22116

AromaLand, Inc.

www.aromaland.com
505-438-0402 • 800-933-5267
fax: 505-438-7223
Santa Fe, NM 87507

The Hair Doc Company

www.thehairdoccompany.com
800-7 hair doc • 818-882-4247
fax: 818-341-3104
Chattsworth, CA 91406

Hampstead Tea

www.hampsteadtea.com
U.S. Inquiries: 703-791-1818 •
fax: 866-888-1127
Broad Run, VA 20137

Herb Pharm

www.herb-pharm.com
information: 541-846-6262
orders: 800-348-4372
fax: 800-545-7392
Williams, OR 97544

Aloe Life International

www.aloelife.com
619-258-0145
orders: 1-800-414-ALOE (2563)
fax: 619-258-1373
San Diego, CA. 92107

Essential Formulas, Inc.

www.EssentialFormulas.com
972-255-3918
fax: 972-255-6648
Farmers Branch, TX 75234-8906

Life Source Basics

www.lifesourcebasics.com
651-675-0300
fax: 651-675-0400
Eagan, MN 55121

Olbas/Penn Herb Co., Ltd.

www.olbas.com • pennherb.com
215-632-6100
orders: 800-523-9971
fax: 215-632-7945
Philadelphia, PA 19154

Well-in-Hand:

Epic Herbal Medicinals

www.well-in-hand.com
434-534-6050 • 888-550-7774
fax: 434-534-6040
Forest, VA 24551-1200

Nordic Naturals:

The Ocean Product Authority

www.nordicnaturals.com
800-662-2544 • 831-724-6200
fax: 831-724-6600
Watsonville, CA. 95076

Natural-Immunogenics Corp./Sovereign Silver

www.natural-immunogenics.com
888-328-8840 • 954-979-0885
fax: 954-979-0838
Pompano Beach, FL 33069

Mushroom Science

www.mushroomsience.com
888-283-6583 • 541-344-8753
fax: 541-344-3107
Eugene, OR 97405

Surya Brasil

www.suryacosmetics.com
877-997-8792 • 718-267-9696
fax: 718-267-9648
Long Island City, NY 11105

Erom, Inc./Juvo

www.gojuvo.com
714-562-1515 •
800-558-Juvo (5886)
fax: 714-562-1516
Buena Park, CA 90620

Ancient Sun Nutrition, Inc.

www.ancientsunnutrition.com
877-429-0509 • 828-51-9290
fax: 828-651-0473
Asheville, NC 28802

Opinions expressed in this newsletter are solely those of Blue Moose Consulting. Blue Moose Consulting is not paid for endorsing any products.

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

Editor and writer, Michael Hennessey • Graphics, Theresa Welling • Distribution and webmaster, Terry Gallagher

