

Talking Health: Children's Immune Health

Children are important. They rightfully should be considered our future. Recently, the media grabbed upon the situations that unfolded in mainstream America where it was (finally) realized that children should not be given OTC medications for their colds and flus. While the depth of this serious concern was not delved into by the 24-hour media cycle, it did get many parents alert and concerned about what they are giving their children.

What was not made clear was how many children go to emergency rooms because of the misuse of drugs that were never meant for, tested on, or shown to be beneficial to the developing immune systems of children. This should be the perfect opportunity for our industry to educate parents on the dangers of casually giving powerful drugs to developing child and adolescent bodies. Talk about untested dangers!!

The good news is that the natural foods industry has always had safe and credible products available for the parent who

searched for safe alternatives. Unfortunately, these products have always spoken only to that small though admirable educated and caring portion of America's parents. Now, we have the opportunity to offer good products to parents and caring adults that will benefit children both to prevent colds/ flus (and other immune issues), to stabilize symptoms when illness strikes and to assist the body to work its natural course to overcome problems that flare up every year in the world of kids and school and sniffles.

First, let me say that you should never try to convince a person to "go natural" with their child. This is a familial matter, and all we can do is highlight the options and hope that they see. Many caring parents want to believe that natural products work, but then often fall to "less natural options" when their child gets ill, because they fear the worst. Infection is in reality a common occurrence, though it is a healthy body that turns on sufficient defense mechanisms to prevent these invasions within a short period of time.

Here, it is important to realize that these natural options not only work better and are safer, but will actually do good things for the overall health of the child as well.

(Stimulating or sedating a child with adult dosages of OTC drugs is certainly not a good or safe alternative at any time!)

Hopefully every store has a clearly demarcated children's section and the staff is trained in handling basic questions about children's health issues, and the appropriate uses for all the products that are sold so that parents will feel confident when they ask the basic questions.

Everyone should realize that a child's developing immune system is a beautiful and delicate, though not necessarily fragile thing. In the evolution of our species, we would not have survived and developed so successfully unless the immune systems were miraculously astounding. And yet it is a reality that common scientific observation shows that today's children are challenged

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Talking Business: Creating a Need — Value Brings Sales

How important is your store to your community? That is a fair and valid question to ask yourself as you start the 2008 calendar year.

Are you responding to new information in the marketplace? Do people in your neighborhood turn to your store because they will find pertinent information on issues, and are you on the top of their checklist of places to go and people to consult when they have health concerns or when they are planning to improve their health with their New Year's resolution?

In this world of 24-hour news, and poorly-researched magazine articles and evening news pieces, are your customers confident that they can turn to you and your store as a place to get clear and correct answers?

As we move further into the second half of the first decade of the 21st Century, are you thinking about what your health food store offers and how your business will survive in the changes that are occurring in the modern marketplace?

Does a person feel when they enter your store that they will receive value in the visit? The first time? Every time? Have

you created the atmosphere that engenders talk and question-asking and information-seeking? Are you accentuating your skills so that people can readily see the value that you offer? As people's lives get busier, they are becoming more conscious of making smart choices in how they use their time. Make it your goal in 2008 to consciously make the visit to your store more valuable, and learn ways to help visitors to your store realize everything that you offer. If people are thinking of your store first, then sales will continue to grow and you will be one step closer to creating long-term sustainability for your business.

How do you create this need, this value? Well, first and foremost, continue doing what you are doing. Keep your shelves stocked to the fullest, and try never to run out of any product unless you are planning to discontinue it. Second, realize that being a friendly and conscientious business-person, someone who is easy to speak to and who shows compassion and a willingness to take the time to listen—then you are already halfway there. These are the essentials. If these "business musts" are not in place, then

achieve them first as people will be far less willing to make the judgment to be loyal to your store long term if these business basics are not in place.

The details of the next step are really dependent upon your philosophy of what your store exists for. If you are comfortable with the role of education, then you must be creative in getting out the tremendous amount of information that is constantly rising in this wonderful world of health and nutrition. I know that it is nearly a part-time job just to keep up with the research data and information that is being shared each month. In actuality, information is being released in abundance hourly and a lot of this information is half-baked, fluff and maybe something not worth studying. And yet, people will probably be at your store door the next day asking for your guidance regardless of whether they are regular shoppers there or not.

How do you monitor this avalanche of information, how do you filter it and what do you provide to your clientele as

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Children's Immune Health

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by insults to our environment (and their families' DNA) that are dramatically altering the natural evolutionary process, and that kids can use all the help that they can get!

So, after consciously controlling food choices, make sure that every child is getting a substantial and consistent dosage of EPA/DHA as best found in quality fish oils. These Omega-3s are as close to a missing link in the puzzle of child brain development, nerve health and hormone balance. Essential and daily. **Nordic Naturals** offers the safest as well as best-tasting product you can offer your community. Nordic Naturals **Nordic Berries** are universally lauded as the industry's best children's multiple now as well. There is no world without children, so display Nordic products for infants, children and young adults in a prominent place, and parents will be shopping in your stores for a lifetime.

To discuss a developing immune system, we should also think holistically. A child's brain is critical to proper immune health, and so is the digestive system.

TRADE SHOW LIST 2008

Expo West 2008

Fri/Sat/Sun, March 14-16, 2008
Anaheim Convention Center
Anaheim, CA

Southwest Healthfest 2008

Fri/Sun April 11-13, 2008
Palmer Event Center
Austin, TX

NPA Marketplace 2008

Fri/Sat, July 18-19, 2008
Sands Convention Center
Las Vegas, NV

MAHO Natural Path to Health

Fri/Sun September 19-21, 2008
Pheasant Run Resort
St. Charles, IL

Expo East 2008

Thu/Fri/Sat, Oct 16-18, 2008
Boston Convention Center
Boston, MA

NPA Northwest

Fri/Sun October 31-Nov 02
Washington Convention and
Trade Center
Seattle, WA

SOHO Expo 2008

Sat/Sun, Dec. 6-7, 2008
Walt Disney World Dolphin Resort
Orlando, FL

11th Annual Natural Products Day Lobby Day on Capitol Hill

April 08, 2008 Tuesday

Himalaya USA has one of the most unique all-herbal products on the market in their **MindCare, Jr.** This product, which contains bacopa, ashwagandha, amalaki, triphala and gota kola, stands on the science of 76 published papers. A product loaded with safe dosages of classic nervines should be considered elemental for use beyond the classroom and for learning disabilities and be recognized as critical for the developing immune system.

When it comes to daily immune system support, Himalaya USA also has an internationally-known, Ayurvedically accredited herbal compound called **ImmunoCare Jr.** This is backed by 121 published clinical papers. What is interesting is the effectiveness of using this product in preventing chronic Upper Respiratory Tract Infections (URTIs) in children as reported in a published study in 2004 involving 100 susceptible children ages 5-14 suffering from recurrent infection. The 4-week study showed significant improvement and "excellent overall compliance to the treatment" with symptomatic relief evident over two weeks. Other studies also investigate tonsillitis, ear infections, and even post-operative infections in children (2005). and studies included children in age ranges 1- 4 as well.

The evidence of the safety and efficacy of **ImmunoCare Jr.** is profound, and yet we cannot make any claims for this product which is sold as a drug in many of the 77 countries of the world where Himalaya Herbal Healthcare is sold. Here in the U.S., we can only sell this product as a strong aid for a normally functioning immune system in adult and children.

One study, involving 5000 case studies even states that this product is considered



effective, "useful and safe... where the use of strong antibiotics is not needed or called for." Sounds perfect for the modern-day parent in America for use with their child. The product has been tested for the widest range of complaints, and contains safe low dosages of herbs such as guggul, guduchi and amalaki.

As the world of medical herbalism becomes more traditionally understood and appreciated, health food stores must become more mature in their ability to recommend age-old products that are new to the American market. To people who are hesitant about herbs from India or Asia, I say—get over it. One thing that is true is that one should be careful with herbs from these sources concerning quality and environmental contamination, which is another reason why Himalaya USA should be your primary choice for any herb derived from Southeast Asia.

If one is looking for herbs closer to home, the reputation of the children's herbals from **Herb Pharm** is already completely established. Quality herbs, manufactured well in intelligent formulas. Learn the applications of Herb Pharm's popular children's herbals and you have a ready-made medicine chest in convenient travel-size one ounce liquids.

Looking for one herb that has all the research to confirm it is safe for children? Never forget echinacea. Herb Pharm has the industry's best-selling echinacea with its **Echinacea Glycerite**

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ENDCAP IDEAS

Because children are that important, stock your children's section with the best we can offer: What a selection!!

Life Source Basics Children's Chewable Beta Glucans 50 mg

Himalaya USA ImmunoCare, Jr.

Himalaya USA MindCare Jr.

Nordic Naturals Children's DHA liquid 4 oz.

Nordic Naturals Children's DHA liquid 8 oz.

Nordic Naturals Children's DHA caps 90 softgels

Nordic Naturals Children's DHA caps 180 softgels

Nordic Naturals Omega 3, 6, 9 Jr. 90 softgels

Nordic Naturals Omega 3, 6, 9 Jr. 4 oz.

Nordic Naturals Nordic Berries chewable multiple 120 ct.

Newton Homeopathics Asthma Rescue

Newton Homeopathics Chicken Pox & Measles

Newton Homeopathics Earache

Newton Homeopathics Fever Aid

Newton Homeopathics Sniffles

Newton Homeopathics Tummy Upset

Herb Pharm Children's Echinacea™

Herb Pharm Children's Winter Health Compound™

Herb Pharm Herbal Compound





January Promotion 25% off

Pharma Kava® Caps

Valerian liquid extract & glycerite

Skullcap liquid extract & glycerite

purchased in units of 3 ea.

Jan 1st thru Jan 31st

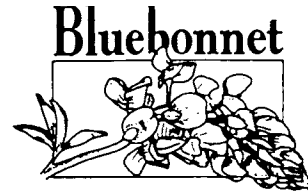
All of the herbs in these extracts are either Certified Organically Grown or Custom Wildcrafted™ in their natural wild habitat!

New Year, New Sales

Freshen up your counter sales:

Make Herb Pharm **Breath Tonic** an essential

Not represented by BMC in NJ



Revolutionary NEW Product! Trimology™ Licorice Flavonoid Oil Vegetarian

Bluebonnet's Trimology™ Licorice Flavonoid Oil Vegetarian Softgels — licorice flavonoid oil (LFO) standardized for polyphenols (30%) with glabridin (3%) for optimal fat metabolism. Bluebonnet's Trimology™ Licorice Flavonoid Oil Vegetarian Softgels is one of the industry's first nutrigenomic products on the market.

\$24.98/49.95 (#1000) 90 vegetarian softgels (K)

New items:

858 Zeaxanthin 4 mg 30 \$6.48/12.95

859 Zeaxanthin 4 mg 60 \$10.98/21.95

New Year, New Sales

Reward Bluebonnet's Loyalty to the Industry and guarantee long-term sales

Not represented by BMC in NJ, SC

NORDIC® NATURALS



Pure and Great Tasting Omega Oils

Your source for pure and great tasting Omega fish oils from Norway.

Nordic Naturals raises the bar on purity and freshness

Take advantage of the best education program in the industry.

Utilize the skills of National Educator, **Stuart Tomc**, through live trainings and recorded sessions. Get your staff trained, excite them with free product as rewards and see how they sell this essential product.

Make sure that you have the 2008 price list, to be notified of all the new products and the few price changes.

New Year, New Sales

Nordic Naturals fish oils can be the two most profitable shelves in your store.

Not represented by BMC in NJ, SC and parts of PA

NEWTON homeopathics

Always safe, always effective.

**January monthly promotions
20% off min. 6/sku**

Edema Relief (NO65)

Fatigue Fighter (NO50)

New-Tonic (N106)

Restless Leg (N080)

Throat Miracle, Spray (N213)

Newton for Pets

Rheumatic Pain (P018)

Nothing but Natural for Kids

Chicken Pox & Measles (F014)

Liquid complexes contain organic, gluten-free alcohol and pellets are sucrose/lactose based.

Winter Display

"Prepare Naturally for Cold and Flu Season"

18 unit counter display

contains the following 6 items: 3 of each

Detoxifier (N001), Cold – Sinus (N003),

Cough – Asthma (N002), Fever – Infection (N004), Flu (N005)

Not represented by BMC in NC, SC, WV



AROMA LAND

The Essence of Well-Being®

Offering the highest quality essential oils in a wide-range of body care products at a most affordable price.

New Aromaland Aromatherapy+

Hand & Body Lotions
Shower Gels
Shampoos
Bath Salts
Conditioners

You can smell the quality difference

New Year, New Sales

If you want to bring in the highest quality essential oils, you will open up a whole new world of healing...and bring in a new set of discerning customers.



Silver is one of our most effective health tools

Trust Sovereign Silver for quality and effectiveness

Natural-Immunogenics has a special responsibility... to bring its new generation of colloids [appropriately called "hydrosols"] to those who need it for their own health, as well as to those who attend upon the health of others.

Sovereign Silver represents the most significant breakthrough in colloidal technology in the last 90 years. It is an omnipotent resource in the defense of health, one with which to confront the ever increasing immune challenges threatening man, even the whole of mankind.

New Year, New Sales

Learn the many uses of silver hydrosol from Sovereign Silver, as it can be used year-round.

Buy in quantity, recommend with confidence and make deeper profits.

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



Essential Formulas

Customer Demand is there The Best Probiotic

As the world's best-selling probiotics with the most research for safety and efficacy, Dr Ohhira's Probiotics 12+ sells itself.

Plant-based vegetarian/vegan product. The TH-10 strain of Lactic Acid Bacteria [LAB] makes this product unlike anything else available.

30 vegetarian capsules

60 vegetarian capsules

Found in the very versatile Probiotic Kampuku Soap

New Year, New Sales
No single item will be more sought-after in 2008 than probiotics



Ancient Sun Nutrition, Inc.
Innovative Whole Food Nutrition Solutions

The Best is Getting Better

Ancient Sun is poised to introduce their truly new & improved Blue Manna very soon.

Ancient Sun continues to improve their products, and from harvesting to nutrient guarantees, Ancient Sun will become even better in 2008.

Join the Green Revolution in 2008.

Every store needs to carry blue-green algae, and Ancient Sun provides the best.

Wild Bar

Take a generous dose of blue green algae, raw cacao and raw, wild ingredients—and you have the best-tasting, most nutrient dense nutritional food bar in the world.

New Year, New Sales

Wild Bar sales are fantastic. Get into the raw bar market and find a whole new market.



Amazonia Preciosa Hair Care with Preciosa Essential Oil

Amazonia Preciosa essential oil has an all-embracing, exotic and seductive scent that evokes the magical and vital power of the forest. An unforgettable scent that purifies the mind and stimulates the senses. Surya Henna is the first and only company to harness this very unique Preciosa essential oil!

Amazonia Preciosa Hair Care Products
Shampoos • Conditioners • Hair Masks

January Promotion:
Amazonia Preciosa Hair Products
15% OFF

Direct orders only

New Year, New Sales

Upgrade your henna and hair coloring lines with products that are safe for the scalp

Educate and see new customers for products they never bought in your store before

BASS[®]

Brushes
Finest Quality Hair, Body and Skincare Accessories

25% OFF All Body Brushes

Wanna encourage new health habits??

Body Brushes

Cleanse and revitalize

Daily brushing to exfoliate the skin helps to improve circulation, obtain healthy looking skin, and "wakes up your whole body." All brushes bristled into the wood or acrylic handle for extra long life.

Hand finished oak or maple on all wood models. All brushes are for wet/dry use.

Promotion: Jan 2 – Jan 31

New Year, New Sales
Promote skin care with body tools, hair combs and brushes

Not represented by BMC in NC, NJ, PA



Himalaya

HERBAL HEALTHCARE

January's promo
LINE DRIVE of all Himalaya
Herbal Healthcare Formulations
and Pure Herbs

Buy 15 receive
7% OFF Formulations
3% OFF Pure Herbs

Buy 25 receive
15% OFF Formulations
5% OFF Pure Herbs

Buy 50 receive
25% OFF Formulations
10% OFF Pure Herbs

Buy 100 receive
30% OFF Formulations
17% OFF Pure Herbs

Buy 250 receive
32% OFF Formulations
20% OFF Pure Herbs

Buy 500 receive
35% OFF Formulations
22% OFF Pure Herbs

New Year, New Sales

Knowledge of the science of Ayurvedic herbs
will be key to the growth of your herb sales

Not represented by BMC in PA, NJ

AloeLife.

INTERNATIONAL

Health Education • Health Products • Aloe Vera

Start the New Year off with a fantastic
cleansing product!

Detox Plus Formula

Detox Plus Formula is more effective than
other Detox formulas because the Whole
Leaf Aloe Vera Juice carries the herbal
extracts deep into the tissues supporting
and stimulating the release of waste residue
throughout the lymph system and liver. This
formula contains herbs made famous by the
Essiac formula. It is important to detox the
body at least once a year! Detox Plus taken
daily promotes well being and stamina.
Recommended with FiberMate by Aloe Life
to encourage more release of toxins.

January promo:

Detox Pints + Quarts

24 ITEMS 10% MIX & MATCH

Go Green in 2008

Healthy & Slim Daily Greens

20% OFF

January Promo: 24 items mix & match
Tablets, box set packets & 10 oz powder

New Year, New Sales

Expand your Green Foods section with
Aloe Life Daily Greens

Not represented by BMC in SC

HAMPSTEAD TEA LONDON

Tea Time!!

Show good hospitality.

Offer the best

Hampstead Tea – certified
organic, certified fair-trade,
biodynamically grown tea.

Earl Grey

Green teas

Darjeeling

White teas

English Breakfast

Oolong

First Flush

Biochai

herbal infusions

loose tea, sachets, tins

New Year, New Sales

Tea is a way of life, and

tea-people seek quality.

Become a tea shop



LIFE SOURCE
BASICS

Life Source Basics activates
immune cells to more
quickly identify and fight
foreign challenges.

If you want to offer profound
immune support, you must learn
the benefits of this beta glucans
manufacturer.

Staff trainings available, consumer
samples and product literature can
assist you to make this valuable
product a best-seller in 2008.

New Year, New Sales

Beta Glucans are nutritional
supplements you have to learn
about in 2008. Make a New Year's
resolution and capitalize on selling
the best of products for positive
immune support.

MushroomScience®

Improvement on America's
only Coriolus Mushroom

The new Coriolus Super Strength VPS is
now being sold. The new product is listed
at 42% polysaccharide (as opposed to
40% in the original VPS). The new Super
Strength product is 625 mg (as opposed
to 600 in the old VPS), so consumers
can continue taking the same number of
capsules as before with a newer,
stronger formula.

**Mushroom Science Coriolus
Super Strength**

PSK/Japanese Formula

Scientifically Proven to Support
Immune Defense

Dehydrated Hot Water Extract

42% beta 1-4, 1-3, 1-6 glucan
(protein-bound polysaccharide)

Latin ... *Coriolus versicolor*, *Trametes versicolor*

Japanese ... *Kawaratake*

Chinese ... *Yun zhi*

Common Name ... *Turkey Tail*

New Year, New Sales

Immune System needs will continue to
focus on medicinal mushrooms

PERFECT® ORGANICS

Stock up on
Perfect Organics
Shea Butter!

*The best answer to dry,
chapped skin!*

January Promotion

**Order 24 ea. Perfect
Organics Shea Butters
10% OFF**

(Mix & Match! Offer Includes
Any Scent Combination)

New Year, New Sales

Lip & Cheek Shimmers
may be the best-selling display
in your cosmetic department



Children's Immune Health

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and *Children's Echinacea*.™ The former is an alcohol-free option, and the latter is perfectly made echinacea with orange essential oil added to make the medicine go down easier.

As important, but less known to too many herbalists, are the two children-specific formulas Ed Smith has created that can help any parent handle many of the maladies that arise yearly with all our little friends. An essential with limitless applications for the youngest children is the *Children's Herbal Compound*. The versatility of this product is evident by the smart selection of herbs: chamomile, lemon balm, catnip and fennel. From irritability to digestion and especially when illness arises, this formula is the best thing to have in your medicine cabinet.

Children's Winter Health Compound™ brings a safety and effectiveness that every parent should have faith in. This formula assists the immune and respiratory systems with a formula of echinacea, elderberry, meadowsweet, hyssop, ginger, horseradish, thyme and cinnamon. It tastes great, invigorates a child's own innate immune system, and benefits lungs, stomach and mucosal walls. Good stuff.

Strategies for prevention failed? Homeopathy is the safest thing that you

can recommend. **Newton Homeopathics** *Nothing but Natural for Kids* is available in liquid and pellets, and these products have the legal certainty of OTC drugs. More importantly to you as you offer choices to parents with their child under the weather, these products work. Asthma, chicken pox/measles and fever are serious concerns. It is nice to know that there is something safe and effective that will not hurt the child's own immune system as it works.

IN THE NEWS

Green Tea May Cut Prostate Cancer Risk

TOKYO (AP) — Drinking several cups of green tea every day may help keep prostate cancer from spreading, according to a study funded by the Japanese government. A study of nearly 50,000 Japanese men aged 40-69 found that those who drank five or more cups of green tea a day reduced their risk of having progressive prostate cancer by half, compared with those who drank a cup or less, according to the Epidemiology and Prevention Division of the National Cancer Center in Tokyo.

The study, carried out between 1990 and 2004 and released December 19, was the first to suggest green tea can help keep prostate cancer from spreading, the center said. Catechin, a substance abundantly contained in green tea, may have inhibited cancerous cell growth or helped reduce testosterone, according to the research team.

Hampstead Tea Green Tea in sachet teabags, loose box and tins

Hampstead Tea Mint Green Tea in sachet (25 teabags)

Hampstead Tea Ginger Green Tea in sachet (25 teabags)

Bluebonnet Green Tea 100 mg 60 softgels (#1373) 60% polyphenols

Bluebonnet Green Tea 100 mg 120 softgels (#1374) 60% polyphenols **New Size!!**

Finally, my vote goes to beta glucans as the single most intriguing nutrient for immune system strength. This nutrient has suffered due to poor quality products on the market, but **Life Source Basics** beta glucan is standardized and purified, and is the real thing: a true immune system strengthener that should be taken by every child every day especially during the school year. Beta Glucans daily and the immune system will do the rest. ☺

OLBAS

January Promotion
Olbas Floor Displays
15% OFF Regular
Wholesale

Original Assortment* —

reg. \$469.08...Sale priced \$398.72
24 Inhalers; 12 Oil, 10cc; 12 Pastilles;
12 Pastilles; 12 Salve; 12 Cough Syrup;
12 Sport, 4 oz; 12 Herbal Bath 4 oz

Fall/Winter Assortment* —

reg. \$380.52...Sale Priced \$323.44
24 Inhalers; 12 Oil, 10cc; 12 Pastilles;
12 Salve; 12 Cough Syrup; 4 Herbal Tea;
12 Herbal Bath

Spring/Summer Assortment* —

reg. \$483.48...Sale Priced \$410.96
24 Inhalers; 24 Oil 10cc; 12 Salve;
12 Sport-4oz; 24 Herbal Bath 4oz

****FREE Olbas Lozenges Display with any
Floor Display Order**

**Save Big Now...When Your Customers
NEED Olbas!**

New Year, New Sales

Olbas now has two counter-ready
throat lozenges.

Be smart with your cash register area for
added sales

JUVO™

**Take your raw, high
energy, high enzyme
formula everywhere you
go with your shaker cup.
Just shake with water
and GO!**

January promo
**FREE SHAKER with any
purchase of Canisters
or Packets!**

One pouch of JUVO Vegetarian
Raw Food a day will change
your health.

New Year, New Sales

Customers are looking for
USDA-certified Organic
ingredients.

Juvo is a green revolution!

Not represented by BMC in PA, NJ

WELL-IN-HAND®

January Promotion
Sleep Rescue Roll-On
10% OFF

direct orders only. Jan 2 - 31

SLEEP RESCUE® is topical.

Put it on you, not in you!

The world's first topical sleep aid, it's
100% natural, and it works!

Reasons for not getting the sleep you need: too
much on the brain, restless legs; itching bug
bites; can't get back to sleep after your pet, the
snoring or the bathroom run wakes you; your
medicine agitates you; big interview or exam
keeping you awake; running that conversation
or argument over and over in your mind.

SLEEP RESCUE® was awarded **Product of the
Year on 2002** and it's still a winner in the
happy, alert minds of our customers.
Natural and Effective.

New Year, New Sales

Well in Hand is one of a handful of bodycare
manufacturers from the mid-Atlantic region.
Advertise local manufacturers, and promote
this truly health-giving line of
problem-solving products



Creating a Need

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credible and worthwhile? It is important that you stay active in the learning process. Personally, I feel that this is the single-most important reason I have stayed involved in this natural foods movement all these years: I am fascinated by all this health!

First, find information sources that you can trust and are credible. This is a great reason to invest in your commitment in both the national *Natural Products Association* and the regional local versions of these industry organizations. Subscribe to the great industry magazines and take the time to read them, or at least flip through them with focus. Second, depend upon the companies that you work with. Many of your manufacturers have plenty of consumer literature and product catalogues that they spend great amounts of time and money producing. Use them. Learn to turn to them and point to information knowingly. No single image will bring credibility to your knowledge and the veracity of the companies you sell than these basic referrals. Make sure that you always order whatever literature is available every time you place an order (but of course, never order so much that the clean-freak in your stores throws them out in a torrent because they are not neatly stacked in their precise place).

Which leads to the next point. If your store leads with the message of education and encouragement for the individual to take responsibility for their own health care, then highlight that message clearly in your store. So many stores that I service have more space than they are using, and most of them have given very little attention to the impression that their literature section creates. Actually, the majority don't even have a steady and clearly demarcated area for the consumer to find information.

Realize the value of books and don't look at them as an anathema. Buy smart, certainly, as a poor book choice will sit forever. But place books in an area of prominence, refer to and direct people to your books and they will sell and they will be constant sources of information. I note that stores that put value into books always have a learned customer base shopping there.

Make a research/reading/literature area. People want to learn. Give them their own

little starbucks area and invest some effort into making it inviting, and see that people will gather, linger and buy. Find attractive, creative shelving space to display the wealth of information that is available to you. It is all free and meant to assist you: so use it.

Next, train your staff. We all know the challenge of training new people, but we all also instinctively know that if a customer asks a question and gets a confused answer or shoulder shrug then they will not be interested in asking that person (or your store) again. Many companies are offering education through many different formats now, and you would be wise to invest time and staff-payroll into organized and focused education if you want your store to be seen as "the place" to go for the smart answers and guidance.

Ultimately, people will come to your store for products. We are more providers than educators, healers or caretakers. Yet, you can have the best product and customers may choose to go elsewhere based upon presentation. Never forget, therefore, that you need the best product first—in stock and at a fair market value—and all the other details follow. I loved the challenge of having the perfect set in the stores I managed. I hope that this thrills you too. Always strive to have product that is current, that is reputable and that is the best for people's needs. Don't be tricked into putting price or discount over quality and the better results that follow. If you believe in the quality of the product you sell, and can communicate this truth with passion, you can sell to your clientele what they should be buying. This reality will always hold true: I am saddened when people tell me that they carry lesser products because their clientele demands lower prices—that is the root of defeatism! Likewise, choose to sell and promote products that are loyal to your industry: you are in the driver's seat as a buyer and a seller—and you should sell things that bring people back to your store. This is Business 101.

Many customers have to look for sales in this burdened economy that we are all suffering through. Realize that people will always turn toward a sale, all things being equal. So how do you make your sales "competitive" with your competition, with the internet and with the encroaching mass-market discounters. A sale that is just a different colored price-tag, or an archaic

IN THE NEWS

Himalaya's LiverCare® best-selling drug in India

"For sales index that's perpetually skewed towards cough syrups—often misused as a cheap substitute to alcohol- and pain killers, it's poetic justice that the focus has come back sharply to where it all hurts the most—the liver. And that, too, the natural way.

For the first time, an Ayurvedic drug, Liv.52, has become the top selling drug in the country in value terms. Himalaya Healthcare's flagship liver tonic has registered the highest sales by value toppling traditional chemical based best-sellers of domestic and global Pharma majors, according to figures available for July 2007.

According to an Indian research firm's sales figures for July, as reported in *India Times* Liv.52 toppled traditional market leaders such as Pfizer,... Nicholas Piramal's.... and Novartis ... to emerge as the topper. Ayurveda-based drugs are usually nowhere in the top Pharma index and Liv.52 is the lone representation in the country's top 30 drugs.

Himalaya's COO Philippe Haydon told *Economic Times*, "It is unheard of for an ayurveda drug to become the largest selling drug. We have been focusing on providing scientific data of the product to doctors, which has helped Liv.52 leapfrog from 13th position a year-and-a-half ago to the spot."

Source—*Economic Times* 12 September 2007

Livercare® is the US trade name for Liv.52

sign, is not gonna entice the modern buyer. If you have the time and wherewithal, make your own sales flyer. It is easy for everyone to make sales signs that speak to the customer. Add curious and interesting information. Take information from the headlines and use it to make smart endcaps. Make it so that people feel they are being educated about their health choices: go beyond stocking products and expecting them to read the labels.

Basically, make your store an education destination. Make your store the place where they can get clear and honest news. Take this goal and expand it so that your store is the "go-to" place for people who are interested in preventative health care, natural health and vitality, anti-aging and optimal health and nutrition.

If you focus on these goals, you can create a message that is obvious to the shopper who comes into your store. They will find that you are caring, that you

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"WE ARE HEALTH FOOD PEOPLE" Opening the Door to You

For the past four years of producing the *BMC Newsletter*, we have concentrated on showing you the people who work with us on this industry. This issue, we think of you all: those people who do the front line work to get your local communities healthy.

As we mentioned in the last issue of the *BMC Newsletter*, we are asking people to let us know how we can better serve you. We are asking that you give your BMC rep permission to send emails to you on pertinent issues concerning our industry, and to let us send to you the one-page fax we create every month to keep you informed in a single-page format of every item on sale from all our manufacturers that month.

This month's for you. January. A timely month to get organized.



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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."

Creating a Need

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have made the effort to make your store a community resource, and that you are part of the solution: to community health, to national health and to individual health. Make your store a well-organized index of all the materials a person would need to make their life better, stronger and healthier. Do this, and the word will spread, and you will be rewarded with loyalty when competition encroaches upon your customer base. They will turn to you for solutions to any problems they may be experiencing, and they will understand that there is value in what you offer to them. That is where I would want to spend my money. A well-run and inviting store is a joy to visit and shop in, and each of you have the skill to make your store better each day. Start today. I am certain that this is the best way to long and sustained business success.

Good luck in 2008.

Addendum

Blue Moose Consulting is also a business, and we are constantly trying to evolve and become better as well. To share in the discussion, we feel that we have created a need through the use of this newsletter—which informs and encourages—through our one-page fax, timely emails and of course through our store visits, trainings and other methods of support. Realize that much effort goes into our attempt to keep you informed, cutting-edge and competitive, and excited about the work we are all engaged in. Expect more good things from BMC in 2008, and realize that we are always looking at our own business and trying to make it better and more effective—for the health of the natural foods business community in the mid-Atlantic region. Thank you for sharing this venture with us. ☺

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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