



Talking Health: Have the Courage to Go Herbal

Please celebrate Herb Day. Today is the day you can look at your store and see what resources you currently have that you can put together to make a statement to your community that you understand and value the importance of herbal foods and herbal medicines. Today is the day that you can reflect upon what is needed in your store to make it better—reflect to the public your interest and understanding of the value of the herbal world to the human experience. Today is the day to become more herbal. You are the only one who can start this statement in your store. Today is the day.

October 11 is the 3rd annual Herb Day. (www.herbdays.org). Herb Day is a conscious effort to focus attention on the role herbs play in our lives, a market opportunity. A chance to enlighten people about herbs and their importance. A day of celebration and creativity. A Saturday that you can make the most of. What can

you do this year in your store to celebrate Herb Day? What day did you receive this newsletter, and what can you do today to make October 11th special?

Thank God that there are no stores in our territory that ban herbs in their store. Herbs are actually a cornerstone of our business. Something we tend to occasionally take for granted. So why not re-express our fascination and appreciation with that portion of our business that depends upon the herbal bounty of Mother Earth?

By being involved in the natural foods movement, we are associated with plants, herbs and herbal medicine. How committed are you to this reality? Have you taken herbal medicine for granted? Do you actively explore the potentials that herbs offer? Are you a believer in herbal medicine? Are you

excited about the promise herbal medicine offers for human health? Do you take the responsibility of teaching people seriously? As Herb Day approaches, these are questions we can quite naturally ask ourselves.

In this world where human health is precariously situated, the sale of herbal medicine is stagnant. In a natural foods industry that continues to grow and mature (or become less pure and more bloated depending upon your perspective), staff, buyers and consumers are all turning to herbal medicine less and less. Are we too busy to concentrate efforts on herbal medicine? Today is the day to get creative, or more creative, and primp up the herb department to make the most sincere statement that you can make inviting people to become involved in the use of herbal food for daily health.

You are the influencer, so how much influence are you interested in having?

Human

If you are reading this, then you are a fellow human being. Have you learned enough to

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Talking Business: Please Come to Boston

If you remember that old David Loggins song, sing along with me: "Please come to Boston.." to help the natural foods industry. As I am hoping everyone already knows, the Expo East trade show is in Boston this year. For those of you who have already booked their visit, I look forward to seeing you there. For those of you still deciding, I want to implore that you consider being spontaneous and make some fun last minute plans to attend this show.

Expo East is one of the two most-attended shows of the year, and approximately 25,000 industry members are expected to share the excitement of this event at the Boston Conventions & Exhibition Center October 15-18th. What most stores are not aware of, is that the regional **Natural Products Association East** [NPAAEast] has partnered with New Hope Media to co-produce this yearly event.

The NPAAEast has been very active these last few years, and they have been ardently

working to "keep your doors open" especially through advocacy. There is no denying that there have always been forces that have been working to limit the scope of what we provide in our natural foods industry. Our business is susceptible to adverse legislation every political calendar year. I have always strongly recommended that every store and business associated with our industry be part of the national Natural Products Association, and the regional voice of our industry, the NPAAEast.

In this last year alone, the NPAAEast has worked to counter negative legislature that arose in Delaware, New Jersey, and New York. It is unfortunately inevitable that there will some day be another bill in the legislature of your State where you will need the organizational resources that these national and regional trade associations provide.

Obviously, these efforts to protect your business need financial resources. You can

naturally aid these efforts, and help keep the monetary war chest for advocacy from emptying by attending the Expo East show this year.

Expo East is a way for you to see what is new, save with the discounts that the attending companies offer, and network for future business. The NPAAEast also works with New Hope Media to make the show an excellent educational event. The Wednesday workshops themselves make the show worthwhile.

If you are not on the mailing list for these shows, tell your BMC rep or get involved through one of these websites: www.npaeast.org (regional), www.naturalproductsassoc.org (national) and www.expoeast.com; or, for more information, call Paul Kushner of NPAAEast at 856-985-5446.

You know your store, and for some of you a trip to Boston could easily be achieved. New Hope Media has been offering great

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Have the Courage to Go Herbal *continued from page 1*

be in awe of the scope and breadth of the world of herbs? Have you had the courage to enter the world of herbalism, and listened to the messages of herbal wisdom? Have you humbly given thanks with every cup of tea, with every touch of a tree, or smell and sight of the plant kingdom that shares this earth with us? We are all humans, and—to be alive—we must marvel at the eden, the paradise that surrounds us.

Consumer

We all shop for food. Some even forage the countryside for wild and fresh or cultivated plants. But we all eat plants every day. Are you a conscious consumer? Have you developed a concern for quality foods, and are you discriminate in what you consume? If so, then you should have the same interest that I have about what products we have in our cupboards. The initial lesson we all must learn is that not all herbals are equal. So, have you gallantly sought the best products available to line your shelves: products you would eagerly use yourself?

Business-person

The natural foods business was built on whole foods, pure foods and herbal medicine. The field of herbal medicine has proven safe and eternally effective. Sales of herbs are only slow because we allow them to be. In reality, the American consumer is already familiar with echinacea, elderberry, ginseng, milk thistle, saw palmetto and turmeric. Any astute business person would pounce on these facts and garner strong long-term sales from this familiarity.

The market has been pushing exotic antioxidant fruits for a few years now. Capitalize on this free media blitz by differentiating your store as the oasis of credibly-sourced, quality herbals.

Educator

Hopefully, you all cherish your avocation as natural foods educators. Remember that almost every person who walks into your store is looking for trustworthy information. Many of the herbs in your store are familiar and yet there are worlds for you to learn about them. Most stores are selling herbal products that they still know little about. Continue to learn while compassionately sharing with people the information that you know. Teach the basics to the new customer, and show willingness to network and learn from those who turn to your store as the source for their herbal necessities.

Community resource

Sure Walmart and others are selling cheap, mediocre herbals—and the sharp consumer is reaching to the internet for product with

free advice attached—but your storefront is the center for local herb product and information, even if you have not been dedicated to this mission. Natural food stores are synonymous with natural herbal medicine. Are you providing the support your locale needs if they are looking for health by herbal means?

You are interacting with the world of natural medicine herbs on many fronts. Obviously, therefore, you must have many confidences and convictions about the herbs that make up an important part of your business world. Into this dynamic, let's bring the substance of what Herb Day is attempting to achieve.

"Herb Day" was started by an admirable coalition of herbalists who have positively affected our industry in some aspects for decades. The coalition is comprised of the **American Herbalists Guild, United Plant Savers, American Botanical Council, the American Herbal Products Association, and the American Herbal**

"AT-RISK" LIST

- **American Ginseng** - *Panax quinquefolius*
- **Black Cohosh** - *Actaea racemosa (Cimicifuga)*
- **Bloodroot** - *Sanguinaria canadensis*
- **Blue Cohosh** - *Caulophyllum thalictroides*
- **Echinacea** - *Echinacea spp.*
- **Eyebright** - *Euphrasia spp.*
- **False Unicorn Root** - *Chamaelirium luteum*
- **Goldenseal** - *Hydrastis canadensis*
- **Lady's Slipper Orchid** - *Cypripedium spp.*
- **Lomatium** - *Lomatium dissectum*
- **Osha** - *Ligusticum porteri, L. spp.*
- **Peyote** - *Lophophora williamsii*
- **Slippery Elm** - *Ulmus rubra*
- **Sundew** - *Drosera spp.*
- **Trillium, Beth Root** - *Trillium spp.*
- **True Unicorn** - *Aletris farinosa*
- **Venus' Fly Trap** - *Dionaea muscipula*
- **Virginiana Snakeroot** - *Aristolochia serpentaria*
- **Wild Yam** - *Dioscorea villosa, D. spp.*

"TO-WATCH" LIST

- **Arnica** - *Arnica spp.*
- **Butterfly Weed** - *Asclepias tuberosa*
- **Cascara Sagrada** - *Frangula purshiana (Rhamnus)*
- **Chaparral** - *Casatela emoryi*
- **Elephant Tree** - *Bursera microphylla*
- **Gentian** - *Gentiana spp.*
- **Goldthread** - *Coptis spp.*
- **Kava Kava** - *Piper methysticum (Hawaii only)*
- **Lobelia** - *Lobelia spp.*
- **Maidenhair Fern** - *Adiantum pendatum*
- **Mayapple** - *Podophyllum peltatum*
- **Oregon Grape** - *Mahonia spp.*
- **Partridge Berry** - *Mitchella repens*
- **Pink Root** - *Spigelia marilandica*
- **Pipsissewa** - *Chimaphila umbellata*
- **Spikenard** - *Aralia racemosa, A. californica*
- **Stone Root** - *Collinsonia canadensis*
- **Stream Orchid** - *Epipactis gigantea*
- **Turkey Corn** - *Dicentra canadensis*
- **White Sage** - *Salvia apiana*
- **Wild Indigo** - *Baptisia tinctoria*
- **Yerba Mansa** - *Anemopsis californica*

Pharmacopoeia. Every health food store should consider getting involved with each of these organizations.

This year, let's focus on *United Plant Savers*. As herbal medicine goes mainstream and global, there should always be a concern for ethical harvesting and protection of the native medicinal plants of the United States, their habitats and beyond. Business is always wise to protect its sources, consumers want to know they can always get the best material, and humans should always have great concern for sustainability.

United Plant Savers is a critical organization to our industry. They work and educate to protect medicinal plants and their habitat to ensure renewable supplies for future generations.

As their website states, "These are exciting times for herbalists. We are witnessing the art of herbalism rapidly regaining its rightful place in the American tradition of health and healing. However, as herbalism flourishes and winds its way into the "main stream" of America, it is eliciting a unique set of problems and concerns. Where once only a small handful of people wildcrafted plants in the wild, ever increasing numbers are now heading to the hills.

Where once herbal enterprises were few and far between, now the competition often forces one to focus on the need for larger production and greater diversity of herbal products, thus utilizing more plant resources. Furthermore, other countries with an uninterrupted tradition of herbal healing are experiencing a severe shortage of medicinal plants and look to the North American continent for supplying these herbs. This increased usage along with habitat destruction is causing an ever-increasing shortage of plant resources, including some of our most treasured medicinal species.

Our work, the work of *United Plant Savers*, is to research, educate and protect in the interests of our plants and their habitats. We hope that you will join us in this worthwhile and important mission."

One of the most critical tasks that *United Plant Savers* undertakes is informing people about "At-risk" herbs that are either endangered by overharvesting or loss of habitat or deemed threatened enough to be placed on a "To-watch" list. This list should be a guiding force for everyone in the industry, to make sure that these herbs remain available by influencing the entire herbal food-chain to be sensitive to the sourcing of these materials in the marketplace. Certainly buyers should only carry these herbs from manufacturers who can guarantee viable proofs that they are procuring these herbs from trustworthy, ethical, truly renewable sources. This would be a great topic to focus on this Herb Day!!!

The list of "At-Risk herbs" is listed here, but every store should join *United Plant Savers* to be kept updated on this important

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Winter Immune Promo

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

Ask your BMC rep how you can promote all these wonderful and important herbals at 20%-OFF this Cold & Flu Season. Put good herbs into your customers hands.....

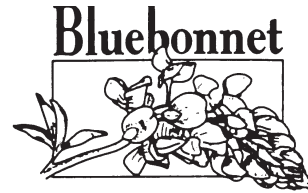
Expo East Show deal

**15% DISCOUNT \$100-\$499 (before discount),
20% DISCOUNT \$500 or more (before discount)**

Buy-in-dates Oct 13-23, identify as "Show deal"

Expo East booth #1143

Not represented by BMC in NJ



New product

Liquid Super Earth® Multinutrient Formula

Bluebonnet's Liquid Super Earth® Multinutrient Formula is a whole-food based multivitamin & multimineral dietary supplement that is 100% gluten-free and provides the essential vitamins and minerals along with important plant-sourced nutrients from the foods one should eat everyday, such as adaptogenic and immune-boosting herbs from the garden, nutrient-dense greens like spirulina & chlorella, and phytonutrient-rich fruits like grape seed, pomegranate, acai, mangosteen, goji and tart cherry fruit extract.

Expo East Show deal

18% OFF entire line

Buy-in-dates: October 13 through October 24, 2008, mention Show Deal

Expo East booth #671

Not represented by BMC in NJ, SC

NORDIC® NATURALS



Pure and Great Tasting Omega Oils

Exciting & Delicious New Item!!!

Nordic Omega-3 Gummies

60 count, 2 gummies per serving

Item# NUS-30130 60ct (Tangerine, 3g)

UPC: 7 68990 30130 8 • Retail: \$21.95, Wholesale: \$13.17

Expo East Show deal:

for show attendees only; orders placed at show

12 - 72 items is 15% OFF

72 - 144 items is 17% OFF

over 144 items is 20% OFF

Educational Event:

'Behind the Scenes of Omega-3s'

presentation by Stuart Tomc

Friday Oct 17th, 12:30-1:30 Room 206, Level 2

Not all Cod Liver Oils are Created Equal

Few customers are aware of the fact that most cod liver oil (CLO) products are mostly made from fish other than cod, such as seer or haddock, as Arctic Cod is by far the most expensive raw material available. Since only cod liver contains high levels of naturally occurring vitamins A and D, other cod liver oil manufacturers have to add back synthetic vitamins to standardize the fish oil as cod liver oil. Nordic Naturals uses 100% Arctic Cod for all of its cod liver oil products. Our Arctic Cod Liver Oil contains the highest Omega-3 level of any CLO product, and is tested to ensure healthy levels of 100% naturally occurring vitamins A and D.

Expo East booth #1235

Expo East booth #1474 pet products!

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

NEWTON homeopathics

Nurturing Naturally Since 1987

NEW PRODUCT

Bee & Bug Bite Balm [N209]

This product helps soothe and relieve pain, swelling and inflammation caused by bites and stings from bees, mosquitoes, spiders, fleas and other pests.

May also help repel insects.

2, 3 & 7 oz. glass jars

(note: all of our ointments will be phased into glass jars as the plastic jars are sold through).

Expo East Show deal

15% for attendees,

10% for non-attendees

buy-in-dates Oct 16-27, mention show discount

Expo East booth #874

Not represented by BMC in NC, SC, WV





UMAC-CORE™
MARINE PHYTOPLANKTON

Time to learn to educate all consumers on the benefits of Alpha 3CMP Marine phytoplankton

Marine Phytoplankton are the most abundant life form in the ocean.

but only UMAC-Core provides:

- Alpha 3 CMP: the only product to contain hundreds of wild species marine phytoplankton per serving
- Alpha 3 CMP: the only phytoplankton products with ACTUAL full, double-blind medical studies
 - Wild Phytoplankton The wild Plankton blends in UMAC Core are so incredibly concentrated and potent that only 75mg per day is needed, providing an astonishing essence of over 300,000,000 cells in every serving!
 - scientific breakthrough: the world's ONLY open cell, bioavailable cell plankton. All other marine phytoplankton have closed-cell, silica shells making them indigestible to the human system
- Each and every batch of UMAC Core is 3rd-party tested at a licensed facility under the strict guidelines of Health Canada for yeast, mold, bacteria, e-coli, staphylococcus, salmonella, heavy metals, arsenic, and more.

UMAC Core GREEN whole food nutrition...good for Earth, good for your cellular system!



Stock Your Sovereign Silver section now for Winter Support

15% OFF new SKU placement discount

Are you stocking all seven (7) SKUs??
For your communities health, you need to be....

- Homeopathic First Aid Gel – 1 oz pump **NEW**
- Homeopathic First Aid gel – 2 oz pump **NEW**
- Silver Hydrosol – 2 oz vertical spray
- Silver Hydrosol – 2 oz fine mist spray
- Silver Hydrosol – 2 oz dropper
- Silver Hydrosol – 4 oz dropper
- Silver Hydrosol – 8 oz dropper

Expo East Show deal
10% OFF all quantity discounts
Buy-in dates are 2 days before the show + 2 days after

Stores really must be at the show to get discount

Expo East booth #1076

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



Essential Formulas

Better Nutrition's Supplement of the Year Award

DR OHHIRA'S PROBIOTICS 12 PLUS

to be presented in the November issue of Better Nutrition

a great time to present this award-winning vegetarian probiotic
For every probiotics section

Dr. Ohhira's Probiotics 12 PLUS Original Formula combines ancient fermentation skills and modern science to create a powerful formula that changes the GI environment to benefit all healthful strains and to discourage the bad. This unique product was developed by renowned microbiologist Iichiroh Ohhira, Ph.D. and a team of distinguished research scientists from Okayama University.

check the updated Essential Formulas website:
www.essentialformulas.com

Expo East Show deal
10% OFF; FREE SHIPPING
all orders must be placed at the show
Expo East booth #1043



Ancient Sun Nutrition, Inc.
Innovative Whole Food Nutrition Solutions

Blue Manna™ is back

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

Phycocyanin contains bioactive components that promote healthy joints and tissues and has also been shown to have potent antioxidant properties.

PEA (phenylethylamine) is an endogenous brain compound found naturally in only two foods: chocolate and AFA algae. When taken consistently, PEA enhances concentration, attention, and creates a feeling of joy or well-being.

Blue Manna™ promotes:

- Greater mental energy, attention, memory, and focus.
- Emotional and mental balance.
- Healthy joints and tissues. *

Blue Manna™ was developed especially for individuals requiring ultimate nutritional support for the brain and nervous system, as well as the joints and tissues.*

Blue Manna™ is not a substitute for Crystal Manna™—another excellent Ancient Sun organic blue-green algae product from Klamath Lake. Used regularly with Crystal Manna, the range of benefits is broadened and the effectiveness of both is greatly enhanced.

Stock your Green Foods shelves with the best blue-green algae available, from Ancient Sun



SURYA
Brasil

New Surya Brasil Men's Line

Surya Brasil's **Sapient** line for men is certified-organic through Eco Cert and is cruelty-free. Specially formulated for male skin and hair, each of the six (6) formulations is 100% plant-based and offers unique ethically-harvested plants and fruits from the Amazon for uncompromising quality and efficacy. Products **do not contain** synthetic fragrance, artificial colors, GMOs, artificial preservatives, sulfates, phthalates, silicon or petroleum by-products.

Sapient from Brazil is the luxurious way for men to address their grooming needs naturally!

- Shampoo 2-in-1 shampoo/conditioner combo cleans and conditions with Acerola and Amaranth protein
- Shower Gel hydrates and cleanses the skin with nourishing fruit extracts
 - Facial Scrub exfoliates with green clay and Acai grains
- Shave Cream lubricates the skin with rich Cupuacu butter and Macadamia nut oil
- After Shave Cream invigorates with Acai and Aloe Vera plus natural minerals
- Styling Gel offers medium hold without synthetic fixatives or PVP

Expo East Show deal
25% OFF during month of October for direct accounts and through Select Nutrition
buy-in-dates October 1-31. Ask your BMC rep

Expo East booth #914

BASS®

Brushes

Finest Quality Hair, Body and Skincare Accessories

Perfect Time to Build a Hair Care, Bath Section

Hair Doc & Bass Brush are Going Green.

Bath Brush is in process of expanding their line with bamboo combs and bath products. Now, you can offer your customers a choice of either their famously sturdy and affordable renewable wood products or a bamboo alternative for most combs, brushes and bath products.

Bass Brushes – the industry's 1st wood combs and brushes and now the industry's first Bamboo combs, brushes and more.

More on Hair Doc's green initiative soon....

Ask your BMC rep for a new catalogue and price list and order today

Expo East Show Deal
25% OFF and Free Shipping
– for show attendees

buy-in dates Oct 13-24, must mention show deal

Expo East booth #231

Not represented by BMC in NC, NJ, PA





HERBAL HEALTHCARE

October Promotion

Women's Health Month

MenoCare, MenstriCare, OsteoCare,

VigorCare for Women, UriCare, Shatavari

Offer clinically-proven Herbal Formulas in your Women's Health section—*These formulas work!!!*

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

**Discounts are product specific, no substitutes allowed and are not applicable to Soliga Forest Honey, Chyavanprash Jam or Koflet Lozenges unless otherwise noted in the promotions above.

Expo East Show deal

LINE DRIVE on all HUSA Formulations and Pure Herbs

buy-in-dates Oct 16-24, mention show order

Himalaya Soliga Forest Honey™

• USDA certified organic

• 3 times the bioflavonoids and 7 times the antioxidants of wildflower honey

• Not pasteurized or force filtered

• Multi-floral, great-tasting, rich Wild Rock Bee honey

• Economically supports India's native Soliga tribe

• For more information on the Soliga tribe please visit

www.soligahoney.com

Increase sales up to 52% with one of Himalaya's new floor displays.

Displays are designed to hold up to 36 regular bottles,

24 economy bottles, or 24 Soliga Forest Honey jars.

Ask your BMC rep for more information.

Expo East booth #469

Not represented by BMC in PA, NJ



INTERNATIONAL

Health Education • Health Products • Aloe Vera

New item!!!

UNSCENTED BODY HEAT PAIN RELIEF

The same fantastic and therapeutic formula you have always enjoyed is now available Unscented with only a slight menthol fragrance.

Penetrating, lubricating, warming and healing agents of Menthol, MSM, Whole Leaf Aloe Vera Juice, Arnica and other herbal extracts relieve tension and soreness due to athletic injury, physical exertion, gardening, arthritic aches, broken bones, shoulder tension, old injuries, carpal tunnel, daily stress and fatigue. Provides deeper longer-lasting relief due to the tremendous carrying ability of Aloe Vera.

Available in a 6 oz. flip-top bottle

WS \$7.56 / SRP \$13.89

This is not replacing the Vanilla Rub, just expanding the line. This is an unscented (non vanilla) formula: all other ingredients are exactly the same

October Promotion: Mix & match

12 items Body Heat = 15%

Body Heat Vanilla Rub 8oz/4oz and/or

Unscented 6oz

Expo East Show deal

For show attendees only:

2 cases - 10% / 6 cases - 20%

Expo East booth #977



October Sales Promotion

Cootie Bombs™

Colds & Flu Bath

15% OFF through Oct 31

for direct orders only

Cootie Bomb™ Mini-Fridge Freshener

The active gel with natural marine extracts absorbs and neutralizes strong odors, preventing cross contamination of foods and scents. Completely food safe!

One Cootie Bomb is effective for up to 100 cu litres. Pop the top, remove inner seal, replace top. Replace when gel falls to indicator level. Seaweed-based gel won't spill!

Cold & Flu Crystal Sea Bath

Organic Aromatherapy Seaweed Baths

Breathe! Relieve your winter miseries and summer colds Lavender & Thyme let you sleep despite your cold symptoms!

immune HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

Wellmune WGP®

Proven Technology®

Life Source Basics is now **Immune Health Basics**, clinically proven immune support.

Wellmune WGP® is a natural product from beta glucans that clinical research demonstrates can enhance key immune responses safely and effectively.

In short, Immune Health Basics is a new and improved version of Life Source Basics from the same people you and your customers know and trust.

15% OFF for new account opening orders:

• Wellmune WGP® — caps:

75 mg, 150, mg, 250 mg, 500 mg

• Skin Renewal Cream 2 oz.

• Children's Chewable Lemon-flavored 30 ct

Expo East Show deal

Immune Health Basics with Wellmune WGP®

15% OFF orders of \$200.00-\$350.00

20% OFF orders of \$350 or more!

MushroomScience®

Expo East Show deal

(1) new accounts

25% OFF opening order

(2) new items for the store

20% OFF new items

(3) existing accounts:

Show Specials:

Miracle Zzzz • Chaga • Reishi Gano 150

all 25% OFF in cases

of 12 per item

(4) must mention show deal

to receive discounts

About Mushroom Science™

Mushroom Science™ provides the highest quality medicinal mushroom products possible. While medicinal mushrooms have been used for 1000s of years in TCM, rigorous scientific testing on usage has been conducted over the past 30 years.

However, those 30 years of research have produced a wealth of information.

On all of the important points, science supports the preparation and use of medicinal organic mushrooms as described in the texts on Traditional Chinese Medicine. This knowledge is the foundation of our approach to quality, and guides every step of manufacturing & quality control process, guaranteeing a quality medicinal mushroom product specifically formulated to deliver the active constituents unique to each mushroom

Expo East booth #1355

PERFECT® ORGANICS

October monthly promotion

All Shea Butters are

10% OFF

Easy to spread

Extracted and clarified naturally, without the use of hexane/solvents or other chemicals.

100% Shea Butter

Lavender Lavish Shea Butter

Mandarin Chocolate Shea Butter

Mint Chocolate Shea Butter

Orange Ginger Shea Butter

Hazelnut Coffee Shea Butter

Sales dates Oct. 1-31

must mention promo with order

Expo East Show deal

15% OFF for OPENING orders over \$250.00

buy in dates: October 16-27th, mention Show Special



Have the Courage to Go Herbal *continued from page 2*

issue. Before I leave this issue, I want to commend and thank Rosemary Gladstone for her sincere guidance as President of the group for the past 14 years. What love Rosemary has given to the world by helping start this endeavor!!! Herb Pharm's Sara Katz has been elected the new President, and I am sure that she will serve with equal love.

Sara writes this to us all: "As herbal product retailers, you are in a unique position to affect the plight of many of these wild medicinal plants. Ask companies whose products you carry about their sources of

at-risk herbs. Ideally the company's herbs are certified to be organically cultivated. If not, they should be able to provide a satisfactory explanation why that isn't so. More often than not you will find that companies that are paying attention to whether they are using at-risk wild medicinal herbs are also more meticulous about other aspects of making products from these plants.

Wild, native, medicinal plants have been a fundamental part of our healthcare system for hundreds, and in many cases thousands, of years. We are at a juncture in human and plant history where their very survival is threatened. As people who benefit from the health-giving aspects of these green friends, it is incumbent upon us to be cognizant of their plight and to champion their sustainability for future generations"

This month, **Herb Pharm** focused on "At-Risk" herbs in their monthly Herbal Tele-training Series with herbalist and educator Julie Plunkett. These herbs have important medicinal uses and need to be known: **Goldenseal, Black Cohosh, Bloodroot, Lomatium, and Wild Yam.** The herbs covered can be comfortably highlighted this month because all these Herb Pharm



herbs come from credibly safe sources (almost all grown on Herb Pharm's own 85-acre certified organic herb farm and United Plant Saver (UpS) Botanical Sanctuary). Those herbs that Herb Pharm does not grow, they meticulously source from carefully picked and monitored sources with their Custom Wildcrafted™ guarantees.

For a great article on Saving Herbs, go to www.herb-pharm.com/News/news_fs.html or www.herbcompanion.com/Gardening/Save-the-Herbs.aspx. Talk with your BMC rep about how to

effectively highlight herbs this month, especially by concentrating on the herbs available in the Winter Immune Promotion.

Herb Pharm is an excellent example of leadership in the world of herbal farming, manufacture and sales. You have the choice to work with companies that have a commitment to organic agriculture and are creating a healthy global environment.

Another admirable herb company that should be highlighted this Herb Day is **Himalaya USA**. Since 1930, Himalaya Herbal Healthcare has been providing safe and effective herbal products from their pharmaceutical facility in Bangalore India. At a time when many people have concerns about herb sources from other countries, it is great to know that Himalaya USA can

TESTIMONIALS COUNT Well in Hand FungiFree works wonders

Preparation, Penetration, Protection, Prevention

"Thanks for the FUNGIFREE remedy! I just wanted to let you know how happy I am. The toe nail fungus I had for two years is gone.

There was even a point where the doctor gave me medicine that had a risk of liver damage. It worked for a while but then the fungus returned. I really appreciate the safe and effective formula of the FUNGIFREE line for my nails. It seemed a bit of an expense at first when I did not know if it would work but now I have no regrets. Thanks again!" —R. USA

Nutrex
Hawaii



Nutrex Hawaii

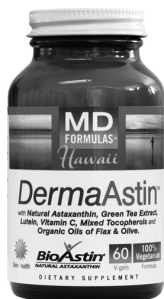
Manufacturers of Hawaiian
Spirulina Pacifica and
BioAstin Natural Astaxanthin,
the world's highest quality
food supplements.

CardioAstin, DermaAstin,
JointAstin, BioAstin Supreme,
Spirulina Pacifica tablets, powder
and Spirulina Crystal Flakes

Line Drive through Oct. 31st!

15% OFF
distributor
orders
25% OFF
direct orders.

Mention "October
line drive" when
placing orders.



JUVO™

New products. Expand and upgrade.
Meal replacement, raw food,
whole food sets—all need Juvo

JUVO Slim

Natural Raw Meal Whole Food

Targeted for Women, but not limited to the woman consumer, **Juvo Slim** offers a distinct pink color in an organic whole foods formula. For men and women who want a healthy diet.

USDA Organic Certified, **JUVO SuperFood 100% Raw Whole Food**

More than a meal replacement, it's a superfood. For people wanting a stronger immune system. Can be added to JUVO or Juvo Slim. **All organic ingredients.**

The Juvo Family has expanded:

Juvo 600 gm canister \$37.99/\$22.79
Juvo Box 12 ct. packets 40 gm \$35.99/\$21.59
Juvo Slim 600 gm canister \$39.99/\$23.99
Juvo Slim Box 12 ct packets 40 gm. \$37.99/\$22.79
JUVO SuperFood canister 360 gm. \$37.50/\$22.50
Juvo Green Shaker with powder holder 12 shakers \$5.99/\$2.99

October Promotion

20% OFF new products
through Oct 31st

Expo East booth #980

Not represented by BMC in Eastern PA, NJ

OLBAS™

Olbas Season is Here Again!!
Stock up!

Carry the complete Olbas family

pastilles
cough syrup
sugar-free lozenges
Olbas oil
Olbas inhaler
analgesic salve
Olbas Power-inhaler
instant herb tea
herbal bath
sports massage oil

Expo East Show deal
Entire Olbas Line **10% O.I.**
Olbas Floor Displays **15% O.I.**
Olbas Counter Displays **10% O.I.**

(May not be combined with other
Olbas Specials)

Buy-in-dates Oct 01-Oct 31

Expo East Booth #285



provide “seed-to-shelf” certainty of quality herbs for your customers. No other company in our industry has as much control over every aspect of their herbal harvest as Himalaya USA. Whenever an herb is coming from India, or from the Ayurvedic tradition, you should turn to Himalaya for unparalleled quality assurance.

Himalaya USA also has a sincere and noble awareness of their corporate social responsibility, both in the US and globally. (check out info at www.himalayausa.com/givingback/index.htm). This month, you can begin monthly promotions from Himalaya as they are highlighting their very popular women’s herbals.

This Herb Day, highlight the inspirational story of the factors that have brought Himalaya’s *Soliga Forest Honey*™ to your shelves. This honey has a most amazing story, that is perfectly suited for Herb Day support. Beautifully packaged, this 100% Organic, Fair-trade, antioxidant-rich honey supports the Soliga tribe of South India. As Himalaya reminds us, our values define who we are. As we tell stories in our stores to educate people to better ways of living, the examples presented by the Soliga honey story are inspirational and pharmaceutically good. Selling Soliga honey supports tropical evergreen forests, whole communities of once displaced people, ancient ways of honey harvesting, fair-trade at its best, proper ecological land stewardship, and the preservation of a source of delicious honey. Add Soliga honey to your Himalaya USA set of quality herbs and herbal formulations, and expound upon the great tradition of herbal medicine that has never faded in India.

Now is the time to start. Build your own store and community educational calendar cycle that begins with **Earth Day** (in April each year) and ends 6-months later with **Herb Day** (October 10th this year). Make these bookends to your seasonal educational events.

Finally, don’t delay: join, donate, promote, educate, network and make herbs an issue in your life, your store, your community. Join the fine organizations listed: what faith a consumer will have when you list these

organizations at your door! Use this month to create fundraising drives—for every bottle of herbal medicine bought, a percentage of the sale will go to United Plant Savers from the store and your community!

Join these organizations and follow their direction. Attend the Herb Pharm monthly trainings and sign up for the Herb Pharm and Himalaya monthly emails. Ask your BMC rep for all the ways that you can continue to be involved and stay informed. Donate energy and funds yourself. And most importantly, invigorate the energy in your domain so that herbal medicine is taught and respected and everyone in your store is known for promoting the daily use of herbs. Be courageous, go herbal.

And go to **Expo East** this year and spend the time and energy to get more involved!

Organizations that should be promoted every Herb Day

<http://www.americanherbalistsguild.com/>
The American Herbalists Guild was founded in 1989 as a non-profit, educational organization to represent the goals and voices of herbalists specializing in the medicinal use of plants. The primary goal is to promote a high level of professionalism and education in the study and practice of therapeutic herbalism.

<http://www.unitedplantsavers.org/>
United Plant Savers' (UpS) mission is to protect native medicinal plants of the United States and Canada and their native habitat while ensuring an abundant renewable supply of medicinal plants for generations to come.

<http://www.ahpa.org/>
Since 1982, **The American Herbal Products Association** (AHPA) is the only major national trade association focused primarily on herbs and herbal products. AHPA’s mission is to promote the responsible commerce of herbal products, to maintain and improve market opportunities for companies that sell herbs, herbal products and other health-related products, and to

DONATE TO UPS

United Plant Savers is a 501 (c) 3 non-profit educational organization. The full amount of your donation is deductible, and you will receive a receipt for IRS tax reporting purposes. Your donation helps further their work to preserve native medicinal plants by supporting their Community Grant project, educational publications and other projects. We thank you!
P.O. Box 400 E. Barre, VT 05649
(802)-476-6467 - Fax. (802)-476-3722 -
Email: info@unitedplantsavers.org

ensure that consumers continue to enjoy informed access to a wide choice of goods.

<http://abc.herbalgram.org/>
Since 1988, the **American Botanical Council** (ABC) has been educating consumers, healthcare professionals, researchers, educators, industry and the media on the safe and effective use of herbs and medicinal plants. ABC is an independent, nonprofit organization supported by thousands of members around the world. ABC publishes *HerbalGram*, a peer-reviewed quarterly journal; *HerbClip*, a twice-monthly series of summaries and critical reviews of recently published herbal literature; and *HerbalEGram*, a monthly electronic publication.

<http://herbal-ahp.org/>
Since 1995, the **American Herbal Pharmacopoeia**® (AHP) has produced critically reviewed documents called monographs that outline the quality control criteria needed for ensuring the identity, purity, and quality of botanical raw materials. Each document also presents a complete and critical review of the traditional and scientific literature regarding the efficacy and safety of herbal medicines.

<http://www.herbdays.org/>
HerbDay was conceived to raise public awareness about the significance of herbs in our lives and the many ways herbs can be used safely and creatively for health, beauty care, and culinary enjoyment. Greater familiarity with herbs will increase informed use of herbal products and build public support for maintaining personal choice in the use of botanicals.

<http://www.unep.org/billiontreecampaign/>
The United Nations Environment Programme (UNEP) has launched a major worldwide tree planting campaign. Under the **Plant for the Planet: Billion Tree Campaign**, people, communities, business and industry, civil society organizations and governments are encouraged to enter tree planting pledges online with the objective of planting at least one billion trees worldwide each year. In a call to further individual and collective action, UNEP has set a new goal of planting 7 billion trees by the end of 2009. The campaign strongly encourages the planting of indigenous trees and trees that are appropriate to the local environment. ☀

“WE ARE HEALTH FOOD PEOPLE”

Haley Scott, BMC Sales Representative, North Carolina



I joined the BMC team in May as a Sales Representative in the North Carolina region. I first met Michael Hennessey shortly after graduating from Wake Forest University, and I was immediately interested in representing products that I was confident in, and truly believed would help others in achieving a healthy lifestyle.

I have always been passionate about the health food industry mainly due to my involvement in athletics and because of how closely tied exercise and nutrition are in maintaining one’s physical fitness. Athletics first introduced me to the idea of how important good nutrition can positively affect my performance on the field, and I have continued to have an interest in learning as much as possible about health foods and preventive medicines. This industry not only allows me to enhance my own knowledge, but it also puts me in a position to help and educate others

about the importance of maintaining a healthy lifestyle. I look forward to continuing to make a positive impact on others!



Blue Moose Consulting

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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 WEBSITE!
WWW.BLUEMOOSECONSULTING.COM

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

Please Come to Boston

continued from page 1

deals and discounts to get people there. This is the first year in Boston, and they want to make the show a raging success. We are all aware that the economy is distressed, but in this case—if it is in the cards and can be afforded—your presence in Boston will have a powerful effect in supporting the work of NPAAEast in their advocacy and educational efforts in the year ahead.

Every dollar we spend in business should be well used: a strong showing at Expo East this year may just be the best way you can help with advocacy this year and for years to come.

Boston in the Fall is beautiful: crisp air and falling leaves. It is a beautiful city to visit and this is a perfect time. There is always adventure to the new terrain of a new trade show. We can all use a few days away from the business. To find the hotel accommodations, visit www.expoeast.com/travel or call 1-800-221-3531: hotel rates are discounted for show attendees through TravelPlanners.

The show can be an investment for the organized business-person. A little "pleasure and travel" with business. This year, your industry can really use the support. Be spontaneous and supportive. Please come to Boston for the trade show. 🍷

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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fax: 1-281-240-3535
Sugar Land, TX 77478

Newton Homeopathics

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800-869-4640
fax: 713-863-1686
Houston, TX 77042

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www.perfectorganics.com
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fax: 703-852-7199
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Kaula-Kona, Hawaii 96740

Herb Pharm

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Williams, OR 97544

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fax: 972-255-6648
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Support all the lines we represent: Independence, Quality, Strength

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