



## Talking Health: Going Back to School Has Never Been So Dangerous

This is my fourth article on children's health in the *BMC Newsletter* in 2008. Guess my altruistic nature is shining through. Maybe there are just a lot of compelling articles being written about children's health. Or not enough. On the same note: where is the children's health section in your store, and how inviting is it?

School is now in session. Good news for the brain, but rough challenges for the immune system. And while parents shop to provide the tools for the child's mental and social advancement, the backbone of health—the immune system—is left to fend for itself. Why do we not focus supreme energy on nurturing and supporting the immune systems of the next generation?

The blame begins at the top. There has almost never been any valid research on childhood immune system development. Insofar as our environment is changing with the same calamitous rate as that of the polar bear, it would be hard to conduct research on the immune-system of today's child because the assaults are so new and extreme.

The impetus for this article was a news cycle which blared the professional opinion (of the American Academy of Pediatrics, if you are looking for a misguided and stupid villain) that children should be started on

the statin drugs at an early age to prevent high cholesterol later in life. Preventative statin supplementation. This pseudo-science postulated without any evidence that there was "indirect evidence" to suggest that, since the process that leads to a heart attack begins early, it would make sense to start administering the drugs as soon as possible. Brilliant capitalism: the next conclusion would be that statin drugs should be put into baby formulas, and taken while breast-feeding.

Look at the crazy world we are living in. Calling it an epidemic, experts deduce that the only option is to prescribe the world's most swallowed pharmaceutical. No simple natural preventative health care considered. Research presented on positive immune system protocols? Zero. Conclusion: despicable.

Government studies? Lacking. And no one in the governmental pipeline will present the opinion that safer and naturally balanced



herbal medicines should be considered. The media? This issue is beyond the bubble of the most eclectic blogosphere. No coverage.

Yet, the children are depending upon us.

The government? We spend over 20 years fighting the PTA to get sodas off the bureaucratically-devised food pyramid of the school procurement office. Sugar—mainstream—leave it in.

Old frozen suspect meat—make meatloaf. Vegetables—hard to manage—add some salt. I am attempting to bring you to the point of activism!!!

The necessary reaction? Education. We must be interested in educating the young women. We must be receptive to the expecting family. We must train ourselves and our staff to be knowledgeable when the questions arise. We must network to find people with experience. We must make our children's health section complete, and vibrant and useful. *continued on page 2*

## Talking Business: The Tide of Seasonal Investment

Another summer behind us. The Golden Fall season presents itself. For many natural products businesses in this region, the best months of the year are ahead of us. This region continues to grow with natural health care, and many new stores have just recently opened, big and small. Natural foods still seems a wise investment.

To capitalize upon the upcoming busy months, every store must plan to use their money most wisely. For many stores, the slower months have left the coffers low, but the need to ramp up orders and fill the shelves is obvious. Business 101 says to keep the shelves filled with what the people want. Likewise, as school begins and vacations end, people stock their shelves with necessities.

Hopefully, people are looking at your immune sections and deciding what they will have at home this cold + flu season. This month, it would be wise to have back-to-school and brain items side by side with products that will prove handy when the unwanted visitor of the flu knocks on the door unexpectedly at 7 PM some night after the stores are all closed. Product placement at this time of year is essential to getting people to think ahead. **Bluebonnet's** timely **Back to School Promotion** affords you a way to spruce up the shelves with sales-tags, and a floor display that will shout to your customers, "stock up here!" 25% OFF is an enticing deal for the nesting consumer.

Likewise, **Herb Pharm** has the perfect cash-register 24-bottle wood display to

advertise the goodies we know for immune system support: **Super Echinacea™**, **elderberry & elderberry glycerite**, **olive leaf Immune Defense Tonic™**, **Virattack Compound™**, **Immunattack™ Compound**, **Children's Winter Health™ Compound**, and **Children's Echinacea™**. Place that display by the register until May and rotate products on sale and see a whole new dynamic in your herb sales. As importantly, a **Newton Homeopathics'** Flu display at the register is the perfect starting point for describing the smartest flu-prevention strategies.

And all these things cost money. So the decisions are made now. How do I accentuate the seasonal items that are critical, and that I believe in—while keeping the budget sound?

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## Going Back to School

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Today's challenges are real. The children are not in isolation in their danger. Let me bring home a very clear observation: the flu manifested itself this year through all nine states I visit all summer. Weeks where stores and customers were all down with unidentifiable illnesses. Did it happen in your community? Never before in my 27 years of natural foods health have I seen such a lingering and difficult, undefined and persistent five-summer-month-long string of flus, stomach/back-ache viral assaults. We are in a bad place!

Children are going back to school. This is no scare-tactic "Avian-flu media push". This is common sense, on-the-ground observation, as we do in our stores every day. A cauldron on bacterial and viral mixing has started, and the youngest immune systems are incubating that which we did not prevent. Colds and flus are around the corner.

Without mentioning the terrible stressors that afflict too many children in the American school system, who fear for their health and safety just walking to school or interacting in the schoolyard, sending children to school has now become a risk parents should not have to take with their children.

School should be sanctuaries of safety and trust, health and learning—and until we can adjust that dial on the social barometer, there will never be future health, justice or peace.

So what can we do? We as health food educators can guide all customers to an appreciation of the importance of childhood wellness. It can be the mantra of our outreach and marketing, especially in these



next critical three months. A child who gets sick is just as exposed as a child who does not get sick now. September's sniffles may be January's flu or pneumonia. You cannot control the health of every child, but you can promote pathways for change with those who want to know, who want to make things better. And you can, as importantly, start today.

Do we have a tremendously well-researched path of research to follow in directing people to nutritional support for their children? No. That is the shame of the modern medical establishment. But there are solutions that make sense.

While it should go without saying that every child should be adding the insurance that a quality multiple vitamin and mineral provides—for these foundational nutrients have been well-researched

for our youth—a vitamin one-a-day is probably the third most important thing that every child should be taking. Foremost, we must think about rebalancing fats and reconstituting probiotics in the body—creating the environment for the child's innate immune system to develop with the basic tools. So ask yourself: how many adults in your store are thinking Omega-3 nutrition as critical for the children in their lives? The dosages for amazing results for children at every age level are well-documented. For a good yardstick, see the research accumulated at [www.omega-research.com](http://www.omega-research.com).

**Nordic Naturals** provides the preeminent fish oil product in the world today, and their products should be the cornerstone of any children's health section. From the delicious strawberry **Children's DHA formula**, now available in a family-size 360 cap bottle and in a savings-friendly 8 oz. liquid; to the product made to make teens healthier—the **Omega 3,6,9 Jr.**, Nordic Naturals has a product to match a child through every level of the growth process.

How many parents consider probiotics as a crucial constituent of their child's ability to confront and overcome immune assaults?

## TESTIMONIALS COUNT Olbas for Children

"Recently, my two-year old son was suffering from a persistent bronchial infection and none of the over-the-counter medications were helping him get better. I decided to try the Olbas Cough Syrup and the Olbas Oil. It was like night and day. The cough syrup, with all of its wonderful ingredients, soothed his throat and helped him develop a more productive cough. The extracts of thyme helped to open up his bronchials and alleviate his labored breathing. I mixed the Olbas Oil with some non-petroleum jelly and rubbed it on his chest several times a day, especially at night before bed. The warming properties of the eucalyptus helped stimulate blood flow to his chest and aided in breaking up his congestion. The inhalation of the aromatic oils helped him breathe easier at night and catch up on some much needed rest. I am sure that the antiseptic properties of the cajeput, clove and eucalyptus oils helped fight off any secondary bacterial infections that had developed from his initial viral infection. Within a couple of days my son was on his way to recovery and breathing much easier. Thank you for making such amazing natural remedies. I truly love them."

—Lourdes, Miami, Florida

## HERB DAY IDEA: Herb Day is Saturday, October 11th.

Have you planned your event yet? My suggestion: have a local speaker do a presentation on the use of herbs in everyday health. Advertise it, and offer free natural vanilla (herb) and chocolate (herb) ice cream cones (wheat-herb) with delicious Herb Pharm elderberry glycerite dripped on top. For the attendees, such a delightful Herb Day event. Stock up early on Fall season elderberry and add one 4 oz bottle for your Herb Day Enterprise. Be creative!!

One answer to this question is how much probiotics you are selling, and how much for children? The dosages for children are still unclear, but we do know that probiotics are beneficial for diarrhea, alleviating the symptoms of food and skin allergies in children and recurrent ear and bladder infections.

Would it not make sense for us all to learn the parameters of safe, daily probiotics supplementation for children? And to promote these beneficial nutrients as essentials.

When it comes to a single immunopotentiating nutrient, the soundest nutrient for children's health is **Wellmune WGP**, a beta glucans product made by **Immune Health Basics**. Beta glucans have the scientific research behind them that you can feel confident in, but not all beta glucans products are alike at all. Wellmune WGP, (formerly known through BMC representation as Life Source Basics) have been mentioned consistently in these newsletters as the premier, science-based natural nutritional immune-support food. Only Wellmune WGP has substantial research, and has the respect of every corner of the scientific community. Immune Health Basics' **Children's Chewable** now has a modern label, and a new flavor- (lemon) that tastes great, and provides—per 2 tabs—50 mg of beneficial WGP beta glucan nutrition. A must for a child fighting the challenges found in the milieu of today's schoolyard petri-dish of divergent bacteria, fungi and viruses.

The home medicine cabinet should be fitted for effective and safe protocols for children's health as well. The path of drugging cough medicine, aspirin and quick prescription antibiotics gets a solid "F" for success. But why would any parent try anything different when their airways have been crowded with promises of doctor recommended solutions found everywhere? Only the thinking soul would venture into the healthfood store and search the small children's health section to find solutions. This is where you come in: you have to show confidence in the 'alternatives' that you sell. Certainly, you have to know these products

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**September Monthly Promotions  
20% OFF purchases in 3 eaches**

**Super Echinacea® liquid extract  
Super Echinacea® Capsules  
Echinacea/Goldenseal Compound  
Black Elderberry liquid extract & glycerite**

**Echinacea-Goldenseal Compound: Colds & Flu remedy**  
a blend of liquid extracts of: echinacea root, goldenseal rhizome & roots, osha root, spilanthes herb, yerba santa leaf, horseradish root, ginger rhizome, black elderberry fruit, yarrow flower, wild indigo root

**Tele-training for September: "At-Risk" Herbs  
Date: Sept 18th, 2 Pm & 7 PM**

**"AT-RISK" HERBS – FEATURING:**

- Goldenseal liquid extract
- Black Cohosh liquid extract
- Bloodroot liquid extract
- Lomatium liquid extract
- Wild Yam liquid extract
- Winter Immune Promo:

**Ask your BMC rep how to save 20% on Herb Pharm's best selling immune support herbs and compounds.**

Not represented by BMC in NJ



**Here's a Smart Idea for  
Big Back-to-School Savings  
BUY 3 GET 1 FREE**

see the flyer for all 42 SKUs

- |                                       |                                  |
|---------------------------------------|----------------------------------|
| L-Theanine Vcaps ☒                    | America Ginseng extract Vcaps ☒  |
| L-Tryptophan Vcaps ☒                  | Astragalus Root extract Vcaps ☒  |
| Multi One® Vcaps ☒                    | EGCG Green Tea leaf Vcaps ☒      |
| Super Antioxidant® Formula Vcaps      | Power Thought® caplets           |
| Stress B-Complex Vcaps ☒              | EPAX Omega-3 Brain Formula       |
| Liquid B12 & Folic acid               | Phosphatidyl Serine Complex      |
| Earth Sweet® Chewable Vit-C 500 ☒     | Neuromins® DHA                   |
| C-500 mg Plus Bioflavonoids Caplets ☒ | Lecithin 1365 mg softgels        |
| Zeaxanthin Plus Lutein softgels       | Lecithin Granules                |
| Ginkgo biloba 60 mg Vcaps             | Panax Ginseng Root extract Vcaps |

Buy-in dates until October 3rd

**Bluebonnet has an exciting new product rolling out in late September:**

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.

Not represented by BMC in NJ, SC

**NORDIC®  
NATURALS** 

*Pure and Great Tasting Omega Oils*

**Bestsellers keep getting BIGGER**

customers will want to buy the biggest size of the world's best fish oil from your store so make sure you keep stock full

**Omega 3.6.9 Jr. 180 count**

**Children's DHA 360 count**

**EPA Caps 120 count,**

**DHA Caps 180 count**

**CLO Lemon Caps 180 count**

**New Products:**

**Ultimate DHA Eye**

60 count (unflavored, 1000mg)

Item# RUS-01840

UPC: 7 68990 01840 4

Retail: \$49.95, Wholesale \$29.97

*Targeted nutritional support for the eyes*

**Omega LDL with Red Yeast Rice and CoQ10**

60 count, (Unflavored, 1000mg)

Item# RUS-01860

UPC: 7 68990 01860 2

Retail: \$29.95, Wholesale \$17.97

*High Concentration EPA/DHA Combination to Support Healthy Cholesterol Levels\**

**Stock up on new placement with 15% intro deals**

\* these statements have not been evaluated by the FDA

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

**NEWTON**  
*homeopathics*

*Nurturing Naturally Since 1987*

**September Monthly Promotion  
20% DISCOUNT, 6+ per SKU**

**OTC Formulas**

N003 Cold-Sinus

N002 Cough-Asthma

N051 Inflammation

N025 Throat Irritation

N213 Throat Miracle, Spray

**Newton for Pets**

P019 Cough-Asthma, Pet

**Nothing but Natural for Kids**

F003 Sniffles, Kids

**Prepare Now**

Your customers will thank you later for the preparation you suggest to them now when you stock the Newton FLU formula by the register.

**Newton Flu Remedy**

To prevent or speed recovery from the flu, switching to organic food is recommended. Use Flu complex to help prevent and relieve flu symptoms and the aches and pains that accompany the flu.

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!**



**Now Here!!**

**Sovereign Silver Homeopathic First Aid Gel**

Sovereign Silver® First Aid Gel is the perfect alternative to conventional and herbal topical treatments:

- Kid-Friendly: Sting-free formula reduces topical pain
- Safety: Homeopathy has no known side effects
  - Clean & Pure: No synthetic preservatives
- Non-Greasy, Transparent & Odorless

**No other natural first aid gel has such a broad spectrum of applications:**

- Itching • Burning • Stinging • Redness
  - Minor Burns • Bug Bites • Rashes
- Skin eruptions from acne, eczema or infection
  - Stiffness and pain from minor wounds
    - Bruises • Blisters
  - Ulcerations (minor cuts and scrapes)

**1 oz. wholesale \$7.79 retail \$14.69**

**2 oz. wholesale \$12.03 retail \$22.69**

UPC Code 6-84088-50002-9

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



*Essential Formulas*

**Fall Seasonal Cleanse?? Add Probiotics 12+**

A probiotic supplement is helpful only if the beneficial bacteria actually take root in the digestive tract and support the body's ability to develop its own unique strains of probiotics. Developed by award-winning microbiologist Ichihiro Ohhira, Ph.D., Dr. Ohhira's Probiotics 12 PLUS contains viable bacteria (not freeze-dried or centrifuged) that cohere in the colon.

Dr. Ohhira's formulation is unlike any other product available today. Probiotics 12 PLUS is fermented using twelve carefully selected strains of lactic acid bacteria, including the proprietary TH10, which is more than six times stronger than other probiotics known to bacteriologists. The bacteria are cultured on nutritious vegetables, fruits, mushrooms, and seaweed; this healthy culture medium is included in the vegetable capsules. This provides "prebiotic" nutrition for the good bacteria, further ensuring their success in your digestive tract. Organic acids from the fermentation process are also included and help to improve digestive pH. Digestive enzymes, bacteriocins, and hydrogen peroxide are developed to enhance and maintain the delicate micro flora garden living in your digestive tract.

Dr. Ohhira's Probiotics 12 PLUS is non-GMO and hypoallergenic (no dairy, soy, or gluten); contains all-natural ingredients; and is guaranteed free of Soil-based Organisms (SBOs). The 100% vegetarian product is stable without refrigeration. **Essential Formulas Probiotics 12+**

**Member of:**

International & American Associations of Clinical Nutritionists  
International Probiotics Association  
Natural Products Association  
American Association of Health Freedom



Ancient Sun Nutrition, Inc.  
Innovative Whole Food Nutrition Solutions

**The perfect lunch-box treat**  
*Is it a treat or is it a meal?*

Wild Bars provide excellent energy to start the school day.

Good nutrition helps concentration and mental sharpness

Wild Bars are a healthy, nutrient-rich afternoon snack

**Celebrate the fall with a raw food energy bar that delights.**

**Mayan Spice and Mountain Mint**



SURYA  
*Brasil*

**September Promotion 25% OFF**  
**Surya's Organic Moisturizing Hand Sanitizer**

**Available in two sizes:**

2.02 oz/60 ml pocket size tube  
SRP of \$4.99 (\$2.99 wholesale)

6.67 oz/200 ml desktop bottle  
SRP of \$14.99 (\$8.99 wholesale).

*"Organic and natural cosmetics company, Surya Brasil, introduces a new organic Moisturizing Hand Sanitizer that does more than kill germs. It is made with plant ingredients from Brazil like aloe, jua, and acai, which are used for their soothing, healing, cleansing, and moisturizing properties.*

*Unlike hand sanitizers that leave hands feeling dried out, Surya's hand sanitizer leaves hands feeling soft and moisturized....*

*The product does not contain mineral oil, parabens, petrochemicals, carbomer, synthetic fragrance or artificial coloring. Surya Brasil's Moisturizing Hand Sanitizer is certified organic through EcoCert™ and is cruelty-free."*

**BASS**®

**Brushes**

**Finest Quality Hair, Body and Skincare Accessories**

**Finest Quality Hair, Body and Skin Care Products**

**The Hair Doc Company**

*Since 1979*

**School time Sales**

Moms comb children's hair;  
School means hair-styling  
Knapsacks need a pocket-comb and brush

Evening bathes are easier with **Bass Baby Collection** including a Baby Cleansing Mitt, Animal-Shaped Kids Sponges loved by the young of all ages  
Toothbrushes need replacing  
Bass provides quality European toothbrushes with natural & nylon bristle brushes

**And Parents need a little bath relaxation time too**

Highlight Bath and Skin Care Products

Not represented by BMC in NC, NJ, PA



# Himalaya

HERBAL HEALTHCARE

## September is Perfect for Himalaya Sales!!!

Line Drive of all Himalaya formulations and Pure Herbs

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.*

**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

Not represented by BMC in PA, NJ

# AloeLife

INTERNATIONAL

Health Education • Health Products • Aloe Vera

## September Monthly Promotion Aloe Boost.

**12 bottles—mix & match 30 or  
90 tablets—15% OFF**

Aloe Boost combines herbs and nutrients that together balance energy and blood sugar levels. Nopal Cactus and quality Whole Leaf Aloe Vera have both been safely used for digestion, pancreas health support, weight maintenance. CoQ10 enzyme is required for cellular energy. This formula is blended with bee pollen, 20 free-form amino acids, and Chromium Picolinate. Together these nutrients help to increase stamina, concentration and optimize health! Very effective for diabetics, pancreas support, for those wanting to avoid snacks while boosting energy!

Also, support the nervous system and helps calm kids battling the challenges of ADD

**Aloe Boost is smart nutrition for students and smart energy for those who need it**

Plan your sales for the fall season: Build your aloe section to include all the aloe vera products beneficial for digestive and immune health.

*Aloe Gold, Orange Papaya, Cherry Berry, Detox Formula, Stomach Formula, and Aloe Gold tablets*

# WELL-IN-HAND®

## Monthly Promotion **10% OFF**

*direct sales only through  
September 30*

## Fungi Free™ Pre-Polish Shield

Don't go to the nail salon without it! Spray generously onto your fingers and toes. Allow a moment to dry and then polish. Brush-free application to reduce cross-contamination! Pure, certified vegan ingredients: pure essential oils, apple cider vinegar that is super-infused with Creosote leaf and Calendula blossoms.

## Promote healthy nails

For optimal support on presently existing nail fungus,  
**FUNGI FREE™ NATURAL 4 STEP  
NAIL PROGRAM.**

# immune

HEALTH BASICS

CLINICALLY PROVEN IMMUNE SUPPORT

## Introducing Wellmune WGP® Proven Technology®

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

Biothera is pleased to introduce *Immune Health Basics* as its new dietary supplement brand that better reflects the company's mission to improve immune health. Immune Health Basics is a natural product that clinical research demonstrates can enhance key immune responses safely and effectively.

**Wellmune WGP®** is based on the same technology found in Life Source Basics. The product's new label design conveys Biothera's dedication to science and a sense of well-being that comes from daily supplementation with Immune Health Basics. 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**

**Skin Renewal Cream**—shipping now! Cream works naturally to activate immune cells of the skin, langerhans cells, for skin integrity.  
**Children's Chewable**—shipping now! Lemon-flavored  
**Wellmune WGP®**—caps: 75 mg, 150, mg, 250 mg, 500 mg—shipping September 15th

# MushroomScience®

## September Specials Miracle ZZZ's!

**Buy 6, receive 10% OFF.  
Buy 12, receive 15% OFF!**

Finally a good night of sleep is  
no longer just a dream!

Miracle Zzz extract promotes  
healthy sleep and does not  
interfere with the normal brain  
activity research identifies with  
healthy sleep.

Made from Wu Ling, one of  
the rarest and most treasured  
medicinal mushrooms in  
Traditional East Asian  
Herbalism.

**90 vcaps 500mg  
wholesale \$13.95  
retail \$26.95**

# PERFECT® ORGANICS

*September Promotion*  
**Buy 2 lip balm displays  
and get 15% OFF**

*Great point of purchase display  
at all registers!*

The **Perfect Organics Shea Butter  
Lip Balms** are organic, vegan and  
great for men, women and kids!

Lip Balm display includes: 8 each  
**Fresh Mint, Citrus Fresh and Vanilla Twist**

Perfect Organic Shea Butter Lip Balms  
moisturize, protect, and soften your lips  
with 100% natural, vitamin-rich and  
healing ingredients including sweet almond  
oil and hazelnut oil.

With organic essential oils, this effective  
and super-nourishing lip moisturizer is  
your best bet for smooth, soft lips!  
The **Vanilla Twist Lip Balm** was featured in  
the September issue of *LUCKY magazine*.  
Advertise this wonderfully moisturizing  
lip balm alongside this trendy  
magazine feature

VEGAN



## Going Back to School

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work through life experiences with your family and friends. When you speak with confidence, knowledge and authority, that expanded children's section will blossom, and word will spread that the natural approach works.

Every store should start with **Newton Homeopathics'** time-tested *Nothing but Natural for Kids* homeopathic line of health care solutions. Stock both the liquids and the pellets and know the remedies and their function. These complexes for kids work, starting with a daily *Kids Detox* that clears the terrain of the pollution that accumulates even in the life of an innocent child. Other remedies range from *Allergies* and *Asthma* to *Diarrhea*, *Tummy Upset*, *Sniffles* and the excellent and essential *Fever Aid*.

The one set of products that has broken through with our communities is the well-deserved echinaceas. Herb Pharm's echinaceas are the best-selling echinaceas in America. The *Children's Echinacea* is sweetened with orange essential oil and can easily be added to many beverages,

When irritability and other symptoms of immune attacks occur, **Herb Pharm** can be there too. Every parent should consider having the trio of *Children's Winter Health Compound™*, *Children's Herbal*

*Compound* and the *Children's Echinacea*.

From calming a fever to an upset stomach, these remedies have important functions that every parent should learn as essentials for walking their children through the difficult seasonal illness that can be so dangerous to a young developing immune system. Two other excellent medicine cabinet remedies include the Herb Pharm *Lavender Spirits Compound* for quelling nausea, to the almost necessary *Mullein-Garlic Ear Compound*. Have faith in herbs, they have worked for centuries.

Now is the time to fortify your children's section. Make a display and an endcap. Plan an Herb Day event that includes story-telling, coloring pictures of herbs and the distribution of pamphlets on Omega-3 nutrition. Make echinacea the foundation of your Herbal Immune Education this Fall & Winter. Introduce Wellmune WGP to every customer, old and young. Speak with confidence. The future of children's immune health is in proper sleep, rest, exercise and fresh air and water...**and** in the support that they can find in your store. The information peddled by the mainstream is crazy wrong, and will short-circuit the beautiful creations that we are entrusted with. Use natural, learn the benefits of natural (and the best products made from nature), and speak with confidence.

## MARKETING IDEAS

### Instant Children's Herbal Set Perfect timing

Herbal products for children are so versatile. Does your children's health set have the excellent selection of Organic herbs that Herb Pharm provides for the health of the children in your community? Set up the 4-SKU wood rack Herb Pharm shelving unit today and fill it with these winners:

- Children's Herbal™ Compound: chamomile flower, lemon balm leaf and flower, catnip leaf and flower, and fennel seed—all organic
- Children's Winter Health™ Compound: fresh echinacea root, black elderberry fruit, meadowsweet leaf & flower, hyssop leaf & flower, ginger rhizome, horseradish root, thyme leaf & flower, cinnamon bark
- Children's Echinacea™ Glycerite: fresh root with Sweet Orange essential oil
- Other important options to choose from: chamomile extract, lemon balm extract, elderberry glycerite, fennel, skullcap glycerite.

Buckle down my friends, this year's Cold/Flu season will be hurricane strength.

Most at risk are the young and the elderly, and we are charged with the responsibility to help our entire community. Make it a mission to make your children's immune section versatile, active and strong. The future depends upon it. ☺

Nutrex  
Hawaii



### September Monthly Promotions 20% OFF MD Formulas Hawaii formulas

plus **3 FREE** Astaxanthin books for orders of 12 pieces! (direct orders only)

**MD Formulas Hawaii™—100% vegetarian ingredients.**

**JointAstin™**—astaxanthin, glucosamine, boswellia, flax, safflower

**CardioAstin™**—astaxanthin, lutein, carnitine, CoQ10, E, and more...

**DermaAstin™**—astaxanthin, A, C, E, lutein, green tea and more...

**BioAstin Supreme™**—6 mg astaxanthin with A, E, lutein, in org. olive oil

Check out [www.nutrex-hawaii.com](http://www.nutrex-hawaii.com) for a detailed explanation of all MD Formulas by Bob Corish, MD, and why they are superior products.



JUVO™

### Expand your Green Foods Section Introducing 2 new Juvo Products

**20% OFF for BMC accounts only**  
estimated launch Sept. 08

#### JUVO Slim

Natural Raw Meal Whole Food Raw food powders for whole-food detox and weight loss. Delightful pink colors of the fruits and vegetables will inspire toward a healthy diet.

includes: pomegranate, beet, apple, tomato, lyceum (Goji berries), carrot, acai, strawberry, acerola, strawberry, red clover...and more

#### JUVO SuperFood 100% Raw Whole Food USDA Organic Certified

More than a meal replacement! For building the immune system with 100% raw organic foods.

Excellent added to Juvo and the new Juvo Slim

Not represented by BMC in Eastern PA, NJ

OLBAS™

### September Stock-up Promotion Olbas Salve

**BUY 12, GET ONE FREE:**

12 ea @ \$64.44 plus 1 Free  
No Shipping Charge or, open stock,  
**10% OFF**

#### Olbas Sport

**BUY 6, GET ONE FREE:**

6 ea @ \$64.62 plus 1 Free  
No Shipping Charge. or, open stock,  
**10% OFF**

#### Olbas Analgesic Salve:

1 oz tube. Fast, penetrating relief of Minor Aches & Pains. Lasting relief for minor Arthritis Pain, Backaches. Active ingredient: Menthol. Pure Essential Oils in a Cream Base: Greaseless. Soothing Vapor Action also relieves coughing

#### Olbas Sport Massage Oil:

4 & 8 oz liquids. Vitamin Rich Massage and Skin Conditioning Oil. Helps condition and warm-up muscles before exercise, sports. May help prevent strains, sprains and injuries: conditioning muscles before stressful activities. Moisturizes dry, chapped skin. Relieves discomforts caused by excessive exposure to Sun, Wind and Water. "HACOBA," Vitamin Oil includes Saint John's Wort and essential oils of Peppermint, Eucalyptus, Cajeput, Wintergreen, Juniper, and Clove.



## The Tide of Seasonal Investment

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The economy has been rough for everyone in this election year, and yet the natural foods industry has suffered a little less than many industries. People are learning to look after their own health: the doctors and the insurance companies seem to have forgotten them, so people are depending upon you. Will you be business as usual, with thin shelves of the essentials? Will inventories of 1-3 be wiped clean when one office goes down ill, and will you be product-less when people need you the most?

You have to make decisions as to what categories you will strengthen this season and make sure that they stay "abundanza" every day for customer confidence! Buy smart, and stay ahead of the inventory.

### IN THE NEWS

#### Facts: one Cause of Colony Collapse Disorder (CCD)

Germany has recently banned the pesticide clothianidin, a pesticide commonly used to keep insects off corn crops, believing there is enough evidence to connect the chemical to Bee Colony Collapse Disorder (CCD). France has outlawed the use of the pesticide imidacloprid, which has also been shown to disorient honeybees behavior. The US EPA has known that clothianidin posed dangers to bees since the chemical was approved in 2003.

Corporate responsibility: clothianidin (Bayer Corp.); imidacloprid (Bayer AG) [www.greenrightnow.com/2008/06/23/germany-and-france-ban-pesticides-linked-to-bee-deaths-geneticist-urges-us-ban-would-save-the-bees/](http://www.greenrightnow.com/2008/06/23/germany-and-france-ban-pesticides-linked-to-bee-deaths-geneticist-urges-us-ban-would-save-the-bees/)

Smart investing will go one step further. To reap good money, one must buy smart, utilize all the sales tools available and focus energies on the chosen pathways of success. Make your Fall Sales Season plans and follow them through. So, beyond school and flu, there are many solid promotions that you should consider. Plan ahead to take advantage of sales offered at Expo East in Boston (and plan to attend this year as manufacturers are going out of their way to make this new venue a success!) and other monthly sales. Grab that BMC one-page monthly fax and use it often.

Every store should promote **Himalaya USA's LiverCare®** as a foundational part of every health program. "It is the liver stupid!!" **Dr Ohhira's Probiotics 12+** may seem like a pricey addition to a health regime, but very few products will affect such elemental results for digestive and immune health. **Aloe Life International's** whole leaf aloe vera concentrates sell best when the whole line is stocked well and displayed prominently. And September marks the advent of **Sovereign Silver** season. No store in America is well-stocked unless their shelves are bursting with every size of this amazing product, and the new homeopathic silver skin gel. These investment take money. But with these investments it is money well spent! Best-sellers make sound investments.

This is the season to take your bodycare section to new heights. The capital flow will allow you to do what you know you need to do to breathe life into your same-old bodycare section. **Perfect Organics** sets the tone for products that are truly Organic for the discerning customer (and either you are servicing this caring bodycare customer or they are turning elsewhere); and **Surya Brasil** offers a safe and natural semi-permanent hair coloring. Add displays of Aloe Life's excellent **Leg Gel Vein Support**



### "WE ARE HEALTH FOOD PEOPLE"

#### Linda Bechtolt, BMC Sales Representative, Central & NE, PA

Because my husband has been in the natural foods/supplement industry for a number of years, I have developed an interest and become a student of numerous topics in this arena. My particular area of interest is children's health, and I have discovered many wonderful natural remedies and preventive measures for my adopted daughter. Since we have very little information from prior to her adoption, we are uncertain as to her allergies and immunities. Therefore, utilizing many of the products that we sell and keeping her diet healthy has left us feeling secure and her growing up strong and well.

On a daily basis I particularly enjoy offering my success stories as well as those I have heard from other parents. Sharing such stories and specific information

with parents and others in general is the best means of educating people to the many positive ways that our products assist people having a variety of challenges in their daily lives. It is indeed heartwarming to hear how children's and adults' lives have been improved because of a healthier daily regimen including the use of a new remedy.

I live in Shillington, PA and have been servicing the central Pennsylvania area for Blue Moose Consulting for over one year. My daughter, Hannah, is my inspiration and light. I want her to have physical and mental well being, and for this I strive daily to offer her the best environment and education that I possibly can. Children are our future! Help us help them!



Hannah and her fish loved last month's BMC pet newsletter

### TAKE 5 MINUTES Bulletin Boards are wonderful

Do you have a bulletin board in your store? If so, dedicate one sector of this educational outreach platform to a section called, "Fish Oil in the News" It will always be full: Fish oil is in the news with articles on 3 new studies just this week. Keep informing your customers, for their health and your business!

#### Valuable Websites

FishBase is a comprehensive worldwide database of information about fish. As of October 2007, it included descriptions of over 30,000 species, over 260,000 common names in hundreds of languages, over 45,000 pictures, and references to more than 40,000 works in the scientific literature. [www.fishbase.org](http://www.fishbase.org)

#### Important information for consumers

APUA—Alliance for the Prudent Use of Antibiotics sponsored by Tufts University [www.tufts.edu/med/apua/index.html](http://www.tufts.edu/med/apua/index.html)

#### Important information for store staff

International Probiotics Association [www.internationalprobiotics.org/](http://www.internationalprobiotics.org/)

### TIP OF THE MONTH

See which major corporations make your organic food. Interesting quick-view chart... [www.awesome.goodmagazine.com/features/009/009buyingorganic.html?gclid=CJeGleumjpUCFRqH1QoduioFFA](http://www.awesome.goodmagazine.com/features/009/009buyingorganic.html?gclid=CJeGleumjpUCFRqH1QoduioFFA)

**Formula** and Surya's new ECOcert™ organic-certified **Hand Sanitizer**—and believe in what you are presenting. You have now expanded the reach and profit of your bodycare sections.

The profit turned on Bass Brushes combs, brushes and bath products is so consistent that I always wonder why some **Hair Doc** display does not fill every store.

Be willing to try new products. BMC offers three new nutrition bars that are so good that the Blue Moose team carries them everywhere they go. Ask about these new winners. **Mushroom Science Miracle Zzz** may be the best product yet to resolve the sleep malaise of the adrenally exhausted.

**Juvo** is introducing two delicious new raw food meals, and the **Herb Pharm Breath Tonic** is flying off shelves as a \$7.95 impulse-buy everywhere.

And the champion of all investments for any store in America is the guaranteed-success that is brought on by a large and well-stocked **Nordic Naturals** Omega-3 set. Nordic provides the vehicle of outreach and promotions with their Co-op advertising program, so speak with your sales rep and Laura Pestel (BMC GM) and we shall work with you to generate sales through advertising, bag stuffing, demos

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## 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."*

## The Tide of Seasonal Investment

*continued from page 7*

and radio interview support. If Nordic Naturals is not one of the best-sellers in your entire store, you may want to check your pulse—but, you definitely need to work with BMC now. Pure healthful product sales and profit. With the new larger sized bottles, the economy of size will work for you. Larger bottles of these best sellers are like high-ticket, guaranteed sales: if they buy Nordic, they will seek out Nordic big! Educate, provide, entice and sell. Repeat again and again.

This tide of selling is what our businesses are all about. Without a stream of returning customers buying what they want, you are out of business. So crank up the engines now, put your money where your mouth is—with products you trust like those manufacturers represented by the people at BMC—and ride the tide of Sept-February sales. Success now will carry you through another great 12 months—just make this month's success the beginning of the best sales ride you have ever

### TIP OF THE MONTH

The average American consumes 5.6 grams of trans fats per day.

Change children's eating habits and increase their Omega 3s

**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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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

#### The Hair Doc Company

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

#### Ancient Sun Nutrition, Inc.

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

#### Nutrex Hawaii™

www.nutrex-hawaii.com  
1-800-453-1187  
Kaula-Kona, Hawaii 96740

#### 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

#### Immune Health Basics

www.lifeforcebasics.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: Pure and Great Tasting Omega Oils

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

#### UMAC-CORE™-Marine Life Sciences

www.umac-core.com  
866-415.8622  
Salt Lake City, Utah 84106

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

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