

Natural Healing Express Weekly

Column Volume 106 Supplement Companies and Natural Health Industry State of Affairs

If you are in business, there are ups and downs, ins and outs and a learning curve that may seem like a mile high. At Natural Healing Express, we really try to do things right. We go the extra mile and in some cases, the extra 30 miles if that's what it takes to keep a client who is interested in improving their health on their path. Quite simply, we believe in you and we believe in your health.

However, there is one concern in our business model that does represent an area for improvement. Some parts of this issue we have control over and some of it we do not. Let me explain. As for the products at Natural Healing Express, you will not find us married up to a singular product line. Whenever I go into a store/office and see that all their so called "expert" products are from the same manufacturer, I cringe. The reason for this is simple; they were probably not purchased by a person with extensive herbal knowledge.

Trust me on this one; no ONE company out there is doing "everything" right. Every company has a loss leader. This means, for everything that is right with one specific product of a company, there is probably an equal detriment on another. I don't like it either, but it's just the cold hard truth.

If you want the best product for the best price, you gotta look long and hard, do your research, utilize an over a time approach and constantly monitor. At Natural Healing Express, this is already done for you. There is not one product in my store that I will not take personally, and if I have to prove it, I will do that right in front of you. Ok, there is one, but it's only because I do not have a penis. Following me?

I am terribly hard on my manufacturers because I want the best, I want the products to do what they say they are going to do and I want it at a fair price. Really, is that too much to ask? You and I work hard for our money and it's about health. As an aside, I do have a small reputation at a certain supplier in Utah because I ask to see their dumpster. Yes, I want to know what they are throwing away and what herbs make the cut and what ones do not. I personally tour all of our suppliers at least once every three years. So, with that said. I do not bring our top manufacturers into our stores without them having to prove themselves and again, I do not marry up to one product line.

Here in lies the rub of this approach. Most of our suppliers are small companies and I carry only a few of their "best" products. These are the ones that do it right. And they better keep doing it right. Currently, I am giving a small Wisconsin company a chance to knock out many items in our tincture line that are now supplied from a New Mexico company because I think they may be able to do it better. So, it's a dynamic situation. This drives our accountants and our attorneys' nuts, but if I can get something better because there is something better, then I want it. And I want YOU to have access to it.

So what is the real issue here and what's the point of this article? Well, many times these suppliers have interruptions in service and we end up waiting for a product. I love it, you love and suddenly the company is back ordered. And we are waiting... And waiting.....AND WAITING....

Why does this happen? Here are a few reasons as explained by one of my top manufacturers in a letter they sent to me this week. "Over the past year, there have been a number of interruptions in our supply causing a significant loss of revenue, consumer frustration, and even for some, confusion about the mission of New Chapter." Here is the explanation. "The supplement industry is changing around us, both dramatically and rapidly. Regulatory oversight of the industry has risen exponentially in the past two years. The inspections are scrutinizing and requiring validations in areas that just a few years ago were rare for our industry. If we had chosen decades ago (they are a 30 year old company) to simply feature a generic vitamin like ascorbic acid in its purified form or a common isolated inorganic botanical ingredient like curcumin in turmeric, our task today would be far less onerous and many millions of dollars would be spared. Because New Chapter features more than 300 ingredients in their cultured and herbal forms, the cost and energy required to deliver our four pillars of quality has been especially arduous. Akin to our efforts when pioneering and attaining Organic and Non GMO certification we are now intensely directing our complete attention to delivering to our standards. As it has always been, our mission is to continue to deliver the Wisdom of Nature as we enter a new era of heightened regulatory scrutiny." Paul Schulick, Founder. In a nutshell, we don't sell crap.

For me and you, this means even higher standards are taking place in the industry. Our leading edge companies, like New Chapter, are taking it upon themselves to do everything right and now that they are getting past all of this, (and passed with FLYING COLORS), the only issue is getting it shipped when we want it. And they have committed to making it happen, in a much bigger and more expensive way than most of us even think about.

For those of you who have been in my store and found we are out of something, I truly do apologize. Part of that is my fault because of our crack inventory system, (basically being able to count to 12) and part of it lies in the issue of what Paul is describing above.

Then there are the times when Dr.Oz recommends a product and it shuts down an entire assembly line of other products because the manufacturer has to keep up with the demand of the product du jour. This occurred when he found Zyflamend this past year. I applaud his efforts for sharing this natural knowledge with everyone who watches. However, I also like to make sure it is not a "product of the day" broadcast that is a supplement you will not use in two months.

And, as you notice in my store, I do not stock 25 items deep. I watch expiration dates closely.

My best advice as we (both Natural Healing Express and our Suppliers) get better and better every day is if you have a supplement that is really working for you, stay one month AHEAD on supplies. That way, everyone is happy. The most I have ever had to wait on a re-stock is 6 weeks and that was a stretch. Of course at about week 2 I am calling to seriously bitch and at week 4 I am looking for a replacement.

Thank you for letting me rant a bit. And, thank you for your patience, we are a small shop trying to do it right. The entire letter from New Chapter is taped to the freezer at our store and you are welcome to come read it at your leisure.

Enjoy! Hope to see you soon and as always, please contact us via one of the following methods. Natural Healing Express: Phone 815 990 8732, email: skscham@aol.com 204 W Main St, Lena, IL 61048.

Website: www.naturalhealingexpress.com Facebook: Natural Healing Express