



This Month

APRIL 2009

Naturopath News

Melrose OmegaPet



Geoff's Letter

Dear Friends,

The business model

Recently we did a brand audit to learn what our staff and our customers thought of us. This helps us to re-define our business model and keep focused on what we do best. In addition we did a SWOT (strengths and weaknesses) analysis. In summary, the people interviewed saw Melrose as a hard working, reliable, honest, mature 'senior citizen' brand with reasonably priced products.

Have you ever thought about your own business model? It is important for all businesses to have a business model because once you set it up, everything you do, such as shop layout, advertising and your choice of products has to reflect your business model.

I am going to compare three business models: Safeway, Nokia and IBM. Safeway, Nokia and IBM are highly successful companies, with quite different business models. I'll tell you why they are different and you may see how your business relates to one of them.

Firstly, Safeway fills their shelves to the ceiling and they sell at the lowest price. Their customers expect everyday low prices and they run their business like a well oiled machine. If something goes wrong they fix it quickly.

Nokia is an innovator. They don't just refine the wheel, they reinvent it. They take risks and continuously amaze their customers with the latest piece of equipment. They outdo themselves with new products at the cutting edge of technology, continuously showcasing their inventions.

IBM have refined their business model by providing specific customised expertise and lifetime customer value. IBM knows to whom they are selling. They know their customers' requirements and the service required for the mix of products. IBM sells total solutions in an effort to nurture lasting customer relationships.

So which one are you? In all probability you are the IBM model.

Regards,

Geoff



Some of the Melrose products will be increasing in price, effective 1st April 2009.

New products / Information

melrose

melrose *Botanicals*



- Sulphate free
- Proudly Australian made
- Comes in 13 varieties, including shampoos, conditioners and a body lotion
- New improved formula contains blends of natural plant oils, herbal extracts and essential oils
- Available in an economical 475ml bottle

Botanicals Fragrance Free Shampoo
Botanicals Chamomile Shampoo
Botanicals Jojoba Shampoo
Botanicals Lemon Myrtle Shampoo
Botanicals Rosemary Shampoo
and
Botanicals Apricot and Calendula Hand and Body Lotion

Botanicals Conditioner Fragrance Free
Botanicals Conditioner Chamomile
Botanicals Conditioner Jojoba
Botanicals Conditioner Lemon Myrtle
Botanicals Conditioner Rosemary



REMINDER

MELROSE MAYONNAISE IS ALSO AVAILABLE IN A 250ML SIZE

Mayonnaise Range:

Melrose Organic Mayonnaise 365g

Melrose Organic Mayonnaise 250g

Notice of Easter Holiday



Please be advised that due to Easter public holidays Melrose Health Supplies will be closed on Friday 10/04/09 & Monday 13/04/09.

Office Hours - 8.30am - 5.00pm Monday - Thursday and 8.30am - 3.00pm on Friday

Melrose OmegaPet Range

Feeding your dog a meaty bone is only part of its fat requirement. What is overlooked is your dog's need for the essential unsaturated fatty acids Omega-3 and Omega-6. These essential fats serve functions in cell membranes and in metabolic regulation, e.g., as precursors of prostaglandins and related metabolites. Of the two, Omega-3 fats are essential for optimum health and a shiny coat.

Melrose has a range of products specific to your dog's needs. The range includes:

Melrose Omega-3 Liquid

Melrose Omega-3 Liquid Is a balanced formula of Omega 3 and Omega 6 fatty acids with Vitamins A, D & E which can aid in a shiny coat, healthy bones, joints and teeth.

- **Ingredients:** Flaxseed Oil, Safflower Oil, Cod Liver Oil, Wheatgerm Oil & Vitamin E.
- **Composition:**

	per 100ml
Omega-3 alpha Linolenic acid	28 g
Omega-3 EPA (Eicosapentaenoic acid)	2 g
Omega-3 DHA (Docosahexaenoic acid)	2 g
Omega-6 Linoleic acid	28 g
Other unsaturated fats	29 g
Saturated fats	11 g
Vitamin A	12,000 iu
Vitamin D	40 mcg
Vitamin E	400 iu
- **Dosage:** One teaspoon (5ml) per 10kg of body weight with each meal.
- **Size Availability:** 250ml bottle and 2 litre cask

Melrose Organic Flaxseed Oil

- **Composition:**

	per 100ml
Energy	3600kj
Fat Total	100g
Saturated	9g
Polyunsaturated	
-Omega-3	58g
-Omega-6	17g
Monounsaturated	16g
Vitamin E	400iu
- **Dosage:** One teaspoon (5ml) per 10kg of body weight with each meal.
- **Size Availability:** 500ml bottle & 10kg cask

Melrose Organic Clean Wash Shampoo

Melrose Organic Clean Wash Shampoo is made from organic vegetable oils. It has a light floral scent and is non-irritating.

- **Ingredients:** Purified water, potassium soaps of organic olive oil, coconut oil, other organic vegetable oils, glycerine, lavender & rose geranium essential oils.
- **Directions:** Take care that the shampoo does not enter your dog's eyes as it will sting. Wash out with water.
- **Size Availability:** 1litre bottle

Melrose Flaxseed Supplement & Melrose Flax Chunks

1. High Protein 35%
2. High Soluble Fibre 11%
3. High Insoluble Fibre 21%

Richest Source of plant Lignans - 1500mg/100g plus Omega-3, 6 and 9 fatty acids. Dietary protein is required to supply specific essential amino acids that cannot be synthesized in sufficient quantities by tissues to allow for optimum performance. OmegaPet Flaxseed Supplement/Chunks have the essential amino acids required for optimum growth and nitrogen balance. When using these products, adequate drinking water must be available for your pet. The soluble fibre in Flaxseed Supplement/Chunks may also be useful to soften stools.

- **Composition**

	per 100ml
Energy	1710kj
Protein	35g
Fat	10g
Omega-3	6g
Omega-6	1.7g
Omega-9	1.5g
Carbohydrate	40g
Sugars	1.7g
Soluble fibre	11g
Insoluble fibre	21g
Lignans	1500mg
Magnesium	170mg
Phosphorous	260mg
Zinc	1.5mg
Calcium	92mg
Potassium	300mg

Also contains 11 essential amino acids and 8 non-essential amino acids.

- **Dosage:** Add one-two teaspoons Flaxseed supplement or equivalent Flax chunks per 10kg body weight to the daily meal.
- **Size Availability:** 1 kg bags.



Best Sellers for January



Melrose
Flaxseed Oil
500ml



Melrose Fish
Oil 500ml



Lucas
Papaw
Ointment



Castile Soap



Melrose
Golden
Flaxmeal



Melrose
Vinegar



Melrose
Vitamin C



Melrose
Omega 3
Jelly Fish



Melrose
Omega Gold
Flax



Melrose Cod
Liver Oil
500ml

Information

Melrose Castile Soap now with Lemon Myrtle

Our traditional Melrose Castile Liquid Soap is now available with Australian Lemon Myrtle essential oil. Research into Australian Lemon Myrtle essential oil has shown it to be rich in citral which has highly anti-bacterial, anti-microbial and anti-fungal properties. Australian Lemon Myrtle essential oil is not acidic and has a lovely aroma which is similar to lemongrass, lime and lemon.

- Australian made with 100% natural ingredients
- Not tested on animals and suitable for vegans
- Ideal for dry and sensitive skin
- Available in 2 economical sizes - 500ml with pump, and 500ml refill
- Also available in Original, Rosemary, Peppermint, Lavender, Orange and the NEW Lemon Myrtle fragrances

Ingredients: Purified water, Potassium soaps of Organic Olive Oil, Organic Flaxseed Oil, Organic Palm Olein (Colombia), Glycerine and Australian Lemon Myrtle Essential Oil

Castile Organic Lemon Myrtle Pump 500ml

Castile Organic Lemon Myrtle Refill 500ml

New from
Melrose



melrose