

MONTHLY SPECIALS NOW ON BACK COVER

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Ecotrend will be at the
BCNA Show
October 16 - 18, 2009!

Booths 200 - 205!

& the OAND Convention
November 13 - 15, 2009!

Booths 224 - 232!

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The Need for Inflammation Pro

Practice in England for a Medical Herbalist is not unlike that for a Naturopathic Doctor in Canada. The names are different, the scope of practice has some differences and the tools have some differences, but the work is the same. Most importantly the problems are the same. In dermatology that is so true.

Sometimes the best things are born of necessity. In this case necessity was discovered in a holistic practice with a special interest in dermatology beginning in England in 1985. Inflammation Pro cream was the product born of that necessity. Of all the problems the most significant is inflammation. In dermatology this inflammation is right there in yours and your patients face. There is no hiding this inflammation what ever its origin or cause. Of the more than two thousand dermatological pathologies the vast majority present with inflammation.

Current opinion focuses on the internal issues that create the states we call eczema, psoriasis, lichen planus, rosacea, shingles and the hundreds of others. That stems from two viewpoints. One is that all skin diseases are generated by imbalance, deficiencies or excesses within the body as a whole. That is, of course, true. The relationship is obvious to anyone trained or experienced in holistic practice. The other viewpoint, which is not incompatible, is that we are not trained to see the skin itself.

When our textbooks were written the skin was

largely seen as the wrapping for the body. There was temperature control, sensory function, defense. But it did not emerge as an organ worthy of its own treatment protocols. Seeing the skin only as a mirror of the inner body misses this crucial point. One that stems from its embryonic origins as an element of ectoderm and mesoderm.

This was the necessity that arose from practice in holistic dermatology. To create a medication for the skin itself to complement the work on the inner terrain.

An infant presenting with allergic or sensitivity originating eczema is a desperate situation. There is no time to waste. The child is screaming. Its skin shredding by scratching. The family at their wits end. They tell tales of the hydrocortisone that no longer works. From the moment they walk in your door you are under the gun. Your holistic approach considers immunity, nutrition, toxicity and well tried and proper protocols but they often take time. and time is what you don't have.

This was the necessity that created Inflammation Pro. That and the realization that the skin is the



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Western Allergy Services, a company with more than 37 years of expertise in treating allergies across Canada has launched The Pollenguard Allergy Care Program; a complete allergy diagnostic and treatment line for Naturopathic Physicians.

Pollenguard offers allergy testing kits to assist naturopathic physicians in diagnosing specific allergies. This simple and painless diagnostic IgE response scratch test identifies which allergens are causing patients to react, allowing physicians to determine the appropriate immunotherapy. The convenient test can be performed in-office, with specific and reproducible results in 20 minutes for suspected tree, grass, dust mite, cat, weed, and ragweed sensitivities.

Once the suspected allergy has been confirmed, patients can immediately commence treatment with Pollenguard Allergy Drops, the first sublingual allergy drop available in Canada. Pollenguard works by delivering a low dose of antigen in drop form under the tongue, 2– 3 times daily. This process builds the immune system's tolerance to allergens, thus reducing symptoms and the need for additional medications. In most cases, the allergy condition can be eliminated entirely.

It is estimated that 30 – 35 per cent of Canadians suffer from seasonal allergies and asthma. The majority of allergy sufferers treat their symptoms with over-the-counter, short-term remedies, with only 5 per cent pursuing a treatment that will address the cause of their allergy discomfort.

Pollenguard sublingual allergy drops not only reduce allergy symptoms but in addition, address the underlying cause of the allergic reaction. Immunotherapy assists the body in swiftly developing a tolerance to specific allergens.

Fear of injections and the inconvenience of scheduled allergy appointments are common reasons for both patient non-compliance and the reliance on short-term medications that only treat symptoms. With the benefit of self-administration, Pollenguard sublingual drops remove potential hindrances and are a viable option for the successful treatment of common allergies.

All of the allergens used in the making of Pollenguard are Health Canada and FDA approved. Similarly, sublingual immunotherapy is recognized as an effective treatment for allergies by the World Health Organization.

In order to kick-start the Pollenguard Allergy Care Program, Western Allergy Services is offering an introductory package for new clients. Purchase sixteen Pollenguard Treatment Units and receive a free allergy testing kit with a \$500 value!

A New Generation of Light Therapy

Dread the dark days of winter?

Seasons can have a profound impact on mood. Consider how you feel during the summer months when the sun is shining in the morning and after you leave work. Now consider driving to work on a cold, dark winter morning. If you don't get out of the office during the day, you may not be exposed to any sunlight. If you're vulnerable to the winter blues, you may experience a shift in mood that affects your ability to thrive.

According to the U.S. National Mental Health Association (2002), up to 25 per cent of North Americans experience some form of winter blues, and at least twice as many women as men develop this condition. Most experience such feelings between the ages of 20 and 40, but even young children may suffer. Approximately 5 per cent of North Americans experience a severe form of winter blues called Seasonal Affective Disorder (SAD), which is medically recognized as a sub-type of major depression.

Do you have the Winter Blues?

If you get the winter blues, in the fall and winter you may experience:

- Fatigue
- Difficulty concentrating
- Irritability
- Carbohydrate cravings, especially comfort foods like chocolate, bread and pasta
- Weight gain
- Social withdrawal
- Low sex drive

These problems will disappear in the spring and you will feel like your 'old self' again until the next fall. Some people find these complaints abate quickly once the days become longer, while others find they gradually dissipate. This pattern typically continues year after year.

What can you do to feel better?

Most people who suffer from the winter blues respond well to the regulated bright light therapy provided by The Litebook[®]. Bright light is something our body craves, and when we are exposed to bright light first thing in the morning, we feel more alert and optimistic all day long. That's why for most people we recommend using The Litebook[®] as early as possible upon awakening - especially during the shorter, darker days of winter when your body needs it most. All Litebook[®] products deliver this natural solution drug-free, virtually side-effect free and completely safely - with no harmful UV. Experience the proven beneficial light wavelengths of Litebook[®] products, which have helped tens of thousands of people in 50+ countries win their battle with problems ranging from fatigue and low mood to poor sleep and carbohydrate cravings...all with only 15-30 minutes of use per day! We are proud to offer the best quality LED light therapy products backed by our industry-leading 2 year warranty and 60 day money-back guarantee.

The Litebook[®] Elite™

The Litebook[®] Elite™ is the new generation of light therapy, the result of years of research and development in hand-held light therapy devices. The Elite™ features a custom lens and diffusion system which, combined with the high-performance white LEDs that all Litebook products are known for, produces a uniform field of bright yet soothing light. Our tiny LED lights produce an astonishingly bright yet safe beam of light with a specific combination of wavelengths identical to the peak wavelengths of the sun. These are the same wavelengths that our bodies respond to for health and well-being - which makes sense since for millions of years, the sun was the original and only light source.



Additional innovative features for the Elite™ include a multiple-setting timer (15-30-45-60 minutes) and a long-lasting built-in rechargeable lithium-ION battery with a charge indicator - all of this in a compact, sleek design which fits into your lifestyle. When used every day, The Litebook[®] Elite™ will improve your mood, increase your energy level and restore your sleep patterns. Most people notice results within 30 days - often sooner.

Beyond SAD & Winter Blues: The Future of Litebook[®]

Other applications for Litebook[®] light therapy include numerous sleep disorders affecting teens and seniors, insomnia, etc. as well as for jet lag, shift work and weight loss. Litebook is leading the field with groundbreaking research in - and product development for - these wide-ranging applications. Indeed, the future appears to be very bright for our company and our little light - the light you need...every day!

About Us:

The Litebook Company was founded in 1999 by a SAD sufferer and is a privately-held Canadian company based in Medicine Hat, AB. Litebook is the only company to hold patents in Canada, USA and Europe on LED technology for ocular light therapy and is the only company with published clinical research on its products for Seasonal Affective Disorder (SAD).

www.litebook.com

WELLWISDOM™ Immune Enhancing Proteins

WellWisdom is known for producing Native* Whey Protein. It is the finest biologically active, non-denatured whey protein. Native whey protein is in a class of its' own. RenewPro® is the latest member of the WellWisdom professional line of products. It contains the full range of the fragile immune modulating and regenerative protein components naturally present in raw milk. It is not a by-product of cheese manufacture. All other whey products are by-products of cheese manufacture which damages/ denatures** the vital immune and regenerative components.

RenewPro® is naturally delicious. The easy-to-mix powder is flavored with Lo Han Guo, a low glycemic fruit extract. This native whey contains exceptional amounts of covalent bonded cysteine. This is the critical precursor (required nutrient) for the intracellular production of Glutathione (GSH). Glutathione is our crucial Master Antioxidant, Detoxifier and Immune Booster, and the optimal way to maintain healthy levels is by consuming native whey protein. Additionally it contains the full range and highest levels of the most important protein components: Lactoferrin, Immunoglobulins, Serum Albumin, Active Peptides and Growth Factors. It contains a complete amino acid profile.

The biologically active complete proteins in RenewPro assist in the following: Repair of RNA and DNA, antioxidant production (Glutathione precursors), complete amino acid supplementation, protection against ionizing radiation, support in chemotherapy

treatment and immune functions, safe binding of heavy metals and wound healing.

It has all the advantages of year-round organic natural grass pasture fed cows. They are never fed grain and are disease-free, pesticide-free, chemical-free, hormone treatment-free and GMO-free. Grass fed cows milk has many times higher levels of CLA and the proper balance of essential fatty acids.

The word protein means "first substance". Our first protein food was mother's milk. Milk is the only food that optimally sustains human life. In fact, the root word for nutrition means to suckle. As a species, we would not have survived if not for the nutrition and protection mother's milk offers.

In the 5th century B.C., Hippocrates, the "father of medicine", stated that the body has an inner adaptive or healing power. To strengthen this healing power he prescribed serum, liquid whey, to his patients. That serum was native whey derived from raw milk. It provided full biological activity and numerous health benefits. Today commercial whey proteins and the milk they are derived from undergo extensive processing that destroys the health benefits and vitality in that 2500 year-old prescription.

The Importance of Cysteine vs. Cystine

This full range, biologically active whey protein contains naturally occurring cysteine. It is the optimal component for the intracellular production of glutathione (GSH).

Cysteine is very scarce in our modern diet and therefore glutathione production is limited and deficiency is prevalent. Glutathione is our master antioxidant and detoxifier. It is essential for maintaining a healthy immune system and is a critical anti-aging factor. If cysteine undergoes any heating or processing, as all conventional dairy products do, it is denatured and converted to cystine. Recommendations: You may add RenewPro to drinking water, milk, semi-liquid dairy products or a dairy substitute. If possible drink slowly and let it circulate in the mouth before swallowing. It is best to consume without any solid food. Do not mix with acidic fruit juices or liquids above room temperature. A good mixing ratio with water is adding one rounded scoop of RenewPro to 1 or 2 ounces of water. Vary the amount of water to taste.

* Native Protein: The naturally occurring conformation of a protein. Unaltered by heat, chemicals, enzyme action or processing.

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Martin & Pleasance
Natural Medicine Since 1855

TESTIMONIAL

By: Dr. Nigma T. Sciortino
Medical director of West Vancouver Wellness Centre
www.healthydoc.com

"Natural health remedies...for every phase of a woman's life"- "IRON for the 21st Century"

Iron deficiency has been popular for decades as it affects as many as 66-80% of the world's population according to the World Health Organization.

From my clinical experience, most female patients suffer from sub optimal levels of iron, a major health problem, accounting for many undiagnosed cases of lethargy and fatigue.

Most patients that visit their medical doctor will undergo a routine blood chemistry test measuring many parameters of serum iron and hemoglobin, however some medical doctors fail to include a test for ferritin as part of their laboratory work up.

Ferritin is the body's primary iron storage protein and is a more sensitive measurement of iron levels and should be tested regularly.

Even when patients are tested for ferritin levels by their medical doctor or naturopathic doctor, the "normal" reference ranges for ferritin levels by blood testing labs are large and do not apply for optimal health; therefore patients are often missed with a diagnosis of anemia because they fit into the wide reference range.

Too much or too little iron can have devastating health impacts. In clinical practice, I have seen iron deficiency states related to decreased fertility, chronic fatigue, hair loss, and "depressive like symptoms" to name a few. I have also seen patients with iron overload which can result in heart, liver disease and significant brain damage.

Women who are menstruating, pregnant and who are physically active may require higher iron requirements and should be

assessed regularly for ferritin levels.

My colleagues and I have used Spatone at the West Vancouver Wellness Centre because clinical evidence in our experience has shown Spatone to bring up iron levels to optimal levels while being safe, highly effective and well absorbed by all patients without causing gastrointestinal upset.

Furthermore, Spatone does not cause iron overload in individuals who have adequate iron levels. There is no such product on the market and as a Naturopathic Physician, I am proud to recommend this product and am grateful to the manufacturers for bringing this product into Canada so that my patients can acquire a safe and effective dose of iron without side effects.

My colleague and I initially had to get the product specially imported from the Wales due to our profound interest in this healing form of iron for our patients.

Continued from page 1 - Natural Research Skin Care

mirror of the internal terrain and that mirror works BOTH ways. By treating the skin you influence the internal terrain and complete your therapeutic approach.

To create a medication for skin inflammation required four years of study and experiment. That and years of clinical practice. This medication had to address the many pathways of inflammation, oxidation reactions, immunity, both local and systemic, infection, healing

pathways, trauma and wound healing, the local and systemic neurological components, cell response, second messenger suppression, cellular activation and nutrition, the biochemical nature of pathologies, the experience of herbs in skin therapy and the homeopathic phenomenon.

The result is **Inflammation Pro**. A complex of natural compounds from sustainable sources on five continents. Some of you may have

known this as Extreme cream. It is the same successful formulation. The changes in business that have occurred behind the scenes are to ensure the continuity of this essential product for your practice. The fact sheet that accompanies this newsletter will give you guidelines to application. These have all come from naturopathic clinical practice results.

This product is equivalent to Rowan All Natural "Extreme".

Impact of Alkaline Water on Osteoporosis

Dr Tom Gilhooly

Bone is a dynamic tissue with continual remodeling taking place due to the activity of two opposing types of cells, osteoblasts which lay down the mineral matrix and build bone, and osteoclasts which break down this matrix and thin bones. In osteoporosis, the breaking down or resorption of bone dominates and results in a loss of mineral matrix and weakness of the bone. There are a number of factors which influence this process including age, mineral content of diet and vitamin D status. One additional factor which has been postulated to have an impact on bone turnover is the acid base balance of the diet. An acidic diet is thought to increase bone resorption as calcium is taken from the bone and used to neutralise the acidity produced by the diet. Known as the "Acid Ash" hypothesis, there are several studies which confirm this hypothesis.^(1,2)

Cola beverages but not other carbonated soft drinks are associated with an increase in osteoporosis⁽³⁾ probably due to the acidity of these drinks⁽⁴⁾. Increasing alkalinity using potassium citrate has been shown to increase bone mineral density and reduce urinary calcium loss⁽⁵⁾. There is direct association with urine acidity and loss of calcium and magnesium in the urine⁽⁶⁾ which is more pronounced in the elderly suggesting

that acidity has a larger impact on mineral status in this group⁽⁷⁾.

Roux et al⁽⁸⁾ looked at the impact of alkaline water intake on C-telopeptide of the alpha 1 chain of type I collagen (CTX) the most accurate method of monitoring bone turnover (9). Subjects drinking alkaline water had a significant reduction in CTX in the urine suggesting a reduction in osteoclast activity and bone breakdown. Drinking alkaline water is therefore likely to contribute positively to bone health and help prevent osteoporosis.

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Santevia™ Water Systems Return Policy

The Santevia™ Water Systems revolutionize tap water, creating clean, mineralized, alkaline water that is healthy for you and more cost effective than bottled water.

The Santevia™ gravity powered water systems feature a multi stage filtration and remineralization process which cleans, mineralizes and invigorates water while adjusting the pH level to mildly alkaline. Santevia™ has three great models to choose from, the Santevia™ Gravity Countertop Model, the Santevia™ Gravity Dispenser Model – which adapts to most commercial hot and cold dispensers, and the Santevia™ Ceramic Model.

Santevia™ Return Policy:

14 Day Money Back Guarantee

All returns processed through EcoTrend require a return manufacturers' authorization number (RMA#) provided by Santevia™ Water Systems to the customers in order to accept and refund a purchase. If the customer is attempting to collect a refund on a purchase they should be directed to contact Santevia™ Water Systems for their RMA#. **Effective October 15, 2009 no returns will be approved through EcoTrend or processed without a RMA#.**

The purpose for the return authorization procedure and RMA# requirement is to manage customer issues and expectations regarding assembly and maintenance of the Santevia™ Water System. **Most customers, with a lit-**

tle coaching, are extremely happy with their Santevia™ Water System.

- Customer contacts Santevia™ Water Systems 1-866-943-9220 | warranty@santevia.com
- Santevia™ staff ask a series of questions, generally takes a few minutes
- Santevia™ staff provides assistance to get the system back on track, or gives customer a RMA#
- **Within 14 days of purchase**, the customer takes the Santevia™ RMA# and valid receipt to their place of purchase for a refund.
- Store faxes Santevia™ a request for credit including the RMA# and customer receipt to Santevia™ FAX 604-943-9920
- Santevia™ will authorize and fax to EcoTrend to receive a store credit

NO RETURNS AFTER THE 14 DAY PERIOD—ALL CREDITS REQUIRE A SANTEVIA™ RMA#

Santevia™ Training

Santevia™ sales training is available on DVD or powerpoint – call 1-866-943-9220 to receive this valuable information and ensure your success in selling the Santevia™ Water System. Video Training, including youtube video – links from Santevia™ home page www.santevia.com

Online Videos: Assembly, Maintenance, So easy - A Kid Can Do It, My Dog loves Santevia™ and more!



Continuing Education Series for Professionals

Product Training

Tele-Conferencing

Times are 9:00 am and 4:00 pm PST on the same day.

Please adjust according to your own time zone.

October

Thurs. Oct. 22nd – Litebook Therapy – Don't be S.A.D.!

November

Thurs. Nov. 19th – SpaTone - Absorb Your Iron

Thurs. Nov. 26th – Palma Christi - Applications of Castor Oil

December

Thurs. Dec. 3rd – Nutribiotic - The Benefits of Rice Protein

For tele-training conference call codes, see insert sheet.

Please RSVP lizann@ecotrend.ca if you would like to participate. **FREE samples available for most of the Trainings.**

Webinars

NORDIC NATURALS - Times and dates TBA

Please see your sales rep for further information

October Specials

October Show Special 10% off
BCNA 16th-18th

10% off

Nordic Naturals
Seed a Sept Canplex

15% off

Natren Healthy Start Dairy 3x35g
Natren Healthy Start DF 3x30 caps
Natren Life Start, 35g & 70.6 g
Natren Gastro-PH, 90 wafers
Natren Superdophilus (Non-Dairy), 60's
Natren Bulgaricum (Non-Dairy), 60's
Well Wisdom

EXTRA SPECIALS

Arthur Andrew Medical
BUY 6 GET ONE FREE Devacor or
BUY 4 GET 2 FREE Serrasel/Nep

Natural Research Skin Care
BUY 6 GET ONE FREE

November Specials

November Show Special 10% off
OAND 13th-15th

10% off

Citricidal Defence Plus 90's
Wellness Warehouse/Santevia

15% off

AveoSleep (Anti-Snoring Device)
BioWisdom
Martin & Pleasance Spatone
Natren Trenev Trio 30/60/90
Natren Gy-Na-Tren, 14 supp's
Natren Superdophilus (Non-Dairy), 60's
Natren Bifidonate (Non-Dairy), 60's
Natren Bulgaricum (Non-Dairy), 60's
Nordic Naturals Arctic Omega Caps
(Unflav. & Lemon)
Sterol 117
BUY ONE GET ONE FREE
Liv H17
Natural Research Skin Care
BUY 6 GET ONE FREE

December Specials

Happy Holidays from All of Us
here at Ecotrend!

10% off

Citricidal GSE 2 oz
Pollenguard - **INTRO SPECIAL**

15% off

Natren Trenev 15 caps
Natren Gastro-PH, 90 wafers
Natren Yogurt Starter
Nordic Naturals Pro EPA
Nutribiotic GSE Nasal Spray 2 oz
Wise Woman Herbals

BUY ONE GET ONE FREE

Liv H17
Natural Research Skin Care
BUY 6 GET ONE FREE

CLEARANCE! Arpadol at 50% off, while quantities last.
Mauves Formulas at 50% off, while quantities last.