



ecotrends

For equality, sustainability, love and care for the planet.

RETAIL in this issue

DōMatcha®	1
BetterYou® SOON	2
Masters Formulae SOON	3
Provita™ LINE EXT.	4
Santevia®	5
Natren®	6
NaturPet	7
Nordic Naturals®	8
Alligga™ LINE EXT.	9
Great Bear Rainforest	10
Enviro Glass Straw LINE EXT.	11
SierraSil® NEW LOOK	12



DŌMATCHA®

FEATURE | **GROCERY**

DŌMATCHA®

www.domatcha.com

HIGH-QUALITY MATCHA - ANYTIME, ANYWHERE



With time an increasingly scarce resource, it can be difficult to make healthy and affordable choices on-the-go. DōMatcha®'s Ceremonial Travel Packs are a great way to make a hot or iced matcha latte anywhere your customer's day takes them, without being forced to buy a pricey, highly sweetened beverage from a corporate café chain in order to stay lively.

It's as easy as shaking the packet into their re-usable bottle with water or almond milk. With so much time spent hustling, it's important to have nutritious, energizing solutions for them to bring to the gym, on a road trip, or even on a hike. DōMatcha®'s Ceremonial Travel Packs ensure your customers don't have to sacrifice their convenience to get mental elevation.

DōMatcha®'s Ceremonial matcha meets high expectations of quality. This finely powdered matcha is DōMatcha®'s signature bold green hue, denoting the quality of both the green tea leaves the matcha was

created from, as well as the processing it undergoes. The individual sachets protect the matcha from moisture, degradation, and oxidization, ensuring that your customer's handy dose of DōMatcha® gets to them as fresh and nutritionally dense as possible.

DōMatcha® is high in L-theanine, an amino acid that creates relaxation when consumed. The caffeine in matcha is lower than that in coffee, and releases more slowly, providing a gentle elevation rather than a sharp spike. With the stimulating effect of caffeine combined with L-theanine's powers of calm, DōMatcha®'s Ceremonial Travel Packs are the perfect anywhere pick-me-up to keep a busy day on schedule!

LOOK FOR DŌMATCHA®'S NEW ORGANIC CEREMONIAL TRAVEL PACKS (12/BOX) - COMING SOON



125 West 3rd Ave, Vancouver,
BC, V5Y 1E6
www.ecotrend.ca
orders@ecotrend.ca

Orders: 1 800 665 7065
Administration: 1 855 215 2290
Accounting: 1 855 215 2291
Fax: 1 855 876 9846

PLEASE RECYCLE

This newsletter has been printed on chlorine free, FSC Certified and 100% Recycled Cocoon paper.

To date we have saved:
15,540 kgs **CO2**
257 **Trees**

If you would like to receive this newsletter by e-mail only, please contact marketing@ecotrend.ca

EFFECTIVE, PILL-FREE SUPPLEMENTATION

Founded in 2007, award-winning natural health brand, BetterYou, has pushed innovation boundaries by challenging traditional perceptions of efficacious methods of supplementation. After 13 years, the brand's core beliefs and values have remained the same: to produce quality, highly effective, pill-free health supplements.

"As a brand, we are committed to providing scientifically formulated products that use exceptional ingredients and the most effective and convenient delivery methods possible," says Andrew Thomas, founder and managing director at BetterYou.



"With every new innovation, we continue to meet the growing needs of our customers' nutritional requirements. As the brand continues to grow, our dedication and passion for developing progressive natural health supplements remains unwavering, and a cornerstone of the BetterYou brand."

ORAL SPRAY TECHNOLOGY

Traditional tablets and capsules don't suit everyone. Some of us, particularly children and the elderly, can find them difficult to swallow.

An increasing problem is our bodies' growing inability to absorb nutrients from the food we eat, and from traditional oral supplementation. Modern diets, increased stress levels and an aging population means that our digestive efficacy is worsening, with malabsorption issues rising dramatically. An oral spray provides the active ingredient in micro-sized droplets. The plume of the spray is designed to coat the

inside of the mouth, in particular the buccal membrane of the inner cheek, which research shows is the most effective area of absorption.

The pioneering mechanism ensures absorption begins immediately, providing an effective alternative to tablets and capsules.



BACKED BY SCIENCE

BetterYou's unique formulations are scientifically developed to enhance bioavailability. Each and every oral spray is absorption tested by Cardiff University in the UK, to guarantee their effectiveness. The range of great-tasting vitamin oral sprays are fast and effective, representing the ultimate in convenient supplementation for all the family.

BETTER FOR YOU, BETTER FOR THE PLANET

Adopting environmental firsts, both globally and within the natural health industry, BetterYou is cementing its status as one of the brands paving the way in sustainability.

The brand's vitamin oral spray range is housed in packaging made up of 70 per cent ocean waste plastic, along with 30 per cent post-consumer recycling (PCR), recycled from households across the UK and Europe. This initiative will remove 14 tonnes of plastic from the oceans in 2019 alone - the equivalent of 2.8 million plastic bags.

"We hope that our actions will become a catalyst for change within our industry, encouraging other brand owners to commit to using more environmentally responsible packaging and to take initiatives to ensure the potential for a better planet," concludes Andrew.



OUR STORY



WHO WE ARE

We believe that medicine shouldn't have nasty side effects, hurt the environment, or your wallet. Master Formulae harnesses the natural and potent healing powers of plants. Our botanical medicines help you to gain autonomy over your health for you and your family.

We come from humble roots. Our founder started the business creating herbal tinctures out of her parents' kitchen in Kelowna BC. Today our products are still manufactured right of out Kelowna, now with a strong research and laboratory focus in a modern facility. All products are professional grade botanical medicines, backed by rigorous science, innovation and the wisdom of nature.

Our ingredients are sourced directly from our farmers whenever possible and many of our herbs grow locally. All botanicals are harvested at the optimal stage of growth for peak nutritional capacity. Medicines are created from the whole herb, never from powders, extracts or synthetics; the way nature intended. Every formula is backed by experts in herbal medicine. Our rigorous quality control department carefully inspects all ingredients and products to ensure every batch is pure and free of any nasty



chemicals, extracts, pesticides, heavy metals, synthetics, mould or fillers.

THE BENEFITS OF TINCTURES

Our tinctures are alcohol-based, making them extremely fast-acting. Tinctures are highly bioavailable to the body and offer a more potent concentration of medicinal properties than dried herbs or capsules. The medicinal properties of the plants are absorbed directly into the bloodstream, so absorption starts the moment you taste it. Alcohol is a natural preservative. This means our tinctures have no artificial preservatives and have a long shelf life of up to 5 years! Every individual is also different, and tinctures are easy to adjust your dose to suit everyone's unique needs.



OUR PASSIONS

PLANTS

We believe that nature holds the power to heal. We focus on liquid-based botanical medicines because they deliver the plants healing properties to the body in a highly bioavailable form. Our remedies contain the plant's original harmony of phytochemicals and nutrients. This allows for safe and efficacious healing with less potential for side effects compared to most drugs, isolated compounds and refined supplements.

YOU

It is our sincere belief that health is a fundamental right to all humans, animals and plants on this earth. We want to be a part of your health journey, and are dedicated to providing you with high-quality plant-based medicines and education to keep you and your family thriving!

THE ENVIRONMENT

We've eliminated all plastic in our packaging everywhere possible and all our packaging is recyclable. Our products come from nature and so are completely biodegradable when you ingest them and when they leave your system and enter the water cycle. We are committed to continuing to reduce our environmental footprint and to product our products as sustainably as possible.

NEW ADDITIONS TO OUR EXTENSIVE RANGE



ACTIVINE™

We are very pleased to announce a new line extension for our brand, which focuses on supporting the body's physical and mental anti-aging mechanisms. Our first product in this category is Activine™, focusing mainly on improving muscle protein synthesis with collateral benefits for the brain and the entire body.



As we age, our body loses its capacity to maintain proper protein synthesis function needed for maintaining healthy musculature. Healthy internal muscles (not visible) are specifically important for maintaining proper organ function such as heart, bowels etc. Skeletal muscles support the skeleton and are essential for maintaining our younger looking posture, body movement capacity and even the way we look.

L-Arginine alpha-ketoglutarate is a glucogenic amino acid involved in protein syntheses and energy metabolism. L-alpha-glycerylphosphorylcholine (Alpha-GPC or α-GPC) is a cholinergic compound (a precursor of acetylcholine) that stimulates and energizes the brain. As we age, studies have shown that if muscles metabolism is altered, it has consequences in the way we move and we look.

Activine™ is an anti-aging combination of ingredients to mainly support muscles health, but because of the addition of cognitive and immune ingredients such as alpha-GPC, Colostrum and Lions' Mane there are collateral benefits for brain and immune system health.

As always, check with your health care practitioner before taking a new supplement.



NEURO MAX™

If we don't have our health, we don't have anything. It's a common saying, and for good reason. Brain health is one of the most important facets of our overall health. But how do we keep our brains in tip top shape? In addition to exercise, a healthy diet, getting enough sleep, and stimulating our brains, carefully chosen supplements may help with cognitive health.

We developed Neuro Max™ exactly for this exact reason, a complex orthomolecular formulation addressing brain function and nervous system health. Our unique formulation incorporates all major elements known to be significantly beneficial to brain function, including: Acetyl L-Carnitine for cerebral function, Ginkgo biloba and L-Carnosine for cerebral blood flow & memory function, choline and phosphorus for brain and neurotransmitter support, Lions' Mane mushroom, and white Mulberry leaf extract for brain and central nervous function support. Carnosine is highly concentrated in muscle tissue and in the brain.

Neuro Max™ also provides glutamine, asparagine and taurine, metabolites involved in energy metabolism. Asparagine assists in the conversion of amino acids in the liver and helps to maintain the equilibrium of the central nervous system.

SANTEVIA MINA PITCHER: A SOLUTION TO UNSAFE LEVELS OF LEAD IN WATER



Additionally, lead exposure can damage kidney function, even at low levels. Reduced kidney function can result in a rise in blood volume, and ultimately, high blood pressure. While lead is a health risk to all, children are most vulnerable.

In children, lead exposure affects development. It can cause brain damage, lower IQ, behavioural problems and developmental delays. Even low lead levels can result in some of the largest declines in cognition and behaviour in children. The risk is so severe that "there is no safe level of lead" for children says Dr. Mona Hana-Attisha, a Pediatrician, Professor and Public Health Advocate.

Santevia offers an immediate and cost-effective solution for concerned Canadians with the MINA Alkaline Pitcher (MINA). The MINA filters up to 93.5% of lead, meeting the NSF Standard for lead reduction.

Santevia prioritized filtration ability in the design of the MINA. Not only does the MINA filter lead, it also filters chlorine, cadmium, manganese and glyphosates. As the only lead-filtering and made in Canada pitcher on the market, the MINA offers superior value retailing at \$59.99.

A recent nationwide investigation of lead in tap water has raised consumer concern about lead. Thousands of test results revealed hazardous lead levels across the country. But, why the concern?

What are the health implications and what can you do?

Lead is a heavy metal that gets into the water supply from lead-leaching pipes. As water travels from municipal water sources to private homes, it may travel through lead pipes, rendering it contaminated when residents turn on their taps. Lead contamination is not an easy problem to solve.

Replacement infrastructure costs hundreds of millions and the onus to fix service lines is a dual responsibility. Governments are responsible for public service lines while residents are responsible for replacing pipes on private property.

We can look at Montreal as a case study to understand the price and time required for a large-scale fix: Montreal has allocated \$557 million to replace over 48,000 lead pipes. The projected time line to completion is 2030 - over a decade away.

While a long-term fix is needed, a short-term solution is equally urgent. Lead is a neurotoxin that hundreds of thousands of Canadians are exposed to through their tap water. In adults, lead exposure can impair cognitive function, cause nerve damage and increases the risk of neurodegenerative diseases like Alzheimer's and Parkinson's.

SANTEVIA GIVES BACK

We believe that access to clean, healthy drinking water is a right that is sadly not available to all. We're on a mission to change that. We're giving 100 days of clean drinking water to communities in need for every Santevia MINA Pitcher sold. This is our promise. Join us in our mission.





FEATURE | NHP

NATREN®

www.natren.com

A WHOLE LOT OF SCIENCE IN ONE LITTLE CAPSULE



THE HEALTHY TRINITY® OIL MATRIX SYSTEM

Healthy Trinity® Oil matrix System is a three-in-one probiotic system which delivers a minimum of 30 billion colony-forming units (CFU) from three super strains of probiotic micro-organisms. Each capsule uses a trade secret oil delivery system to ensure the probiotic super-strains actually make it to target areas of the GI tract.

We've spent years researching and developing the cutting-edge probiotic science needed to develop our proprietary oil matrix delivery system. That's how we guarantee the potency and the effectiveness of Healthy Trinity® at the time of consumption.

Each capsule contains:

- *Lactobacillus delbruekii* spp. *bulgaricus* Super Strain LB-51: 5 billion CFU
- *Lactobacillus acidophilus* Super Strain Super Strain NAS: 5 billion CFU
- *Bifidobacterium bifidum* Super Strain Malyoth: 20 billion CFU



Our unique, trade secret Healthy Trinity Process® ensures unmatched survivability and stability of live bacteria. This cutting-edge technology uses an oil matrix system to micro-enrobe each of our three probiotic super strains to keep them separated, noncompetitive, and virtually 100% protected from the stomach's gastric juices.

Healthy Trinity®'s bile-resistant super-strains are then released directly into the small intestine. In this next

stage of digestion, bile breaks down the oil carrier and allows the beneficial bacteria to disperse through the gastrointestinal tract.

WE'RE A REAL PROBIOTIC MANUFACTURER

Natren® was founded in 1982 by developmental scientist and probiotic pioneer Natasha Trenev and her husband Yordan Trenev.

Natren® is a real probiotic company because we research, develop, culture, manufacture, bottle, and label every probiotic product we make. This means every Natren® product you take delivers noticeable results from potent, pure and safe probiotic super strains coupled to effective probiotic delivery systems. Our commitment, experience and knowledge unlocks the full potential of probiotics.

This is why your customer will feel the difference when they take any Natren® probiotic formula—even if they're currently taking a "high-potency" probiotic product.

When you take any Natren® probiotic, you'll feel the authentic probiotic experience that only comes from the unique technologies we've developed over 37 years as a specialized, small-batch probiotic manufacturer:

- Third-party government audited pharmaceutical grade c GMP facility,
- Clean probiotics without dairy, gluten, soy, FOS, or GMO ingredients,
- Safe and effective super strains,
- Effective probiotic delivery systems; and
- Thermally-controlled storage and transport systems to our world-wide distributors.

Pictured: Natren® manufacture facility Westlake Village, CA. USA



FEATURE | PET

NATURPET

www.naturpet.com

NATURAL AND HERBAL ALTERNATIVES FOR YOUR PETS

WHO WE ARE

NaturPet was born out of a growing demand from veterinarians who were seeking natural and herbal alternatives to the standard pharmaceutical solutions offered by most veterinary clinics and Pet shops. All our formulae have been created in consultation with veterinarians across Canada along with Master Herbalists so you can rest assured all products are safe and effective for your pet.

Our herbal remedies work by harnessing the natural healing powers of plants to bring the body into balance. NaturPet remedies are meant to address the underlying issues that cause symptoms instead of temporarily masking them. We carefully choose each herb to address every aspect of illness, disease, or dysfunction that our remedies target.



they will need a helping paw. Ahead of stressful times or seasons in which certain illnesses are more prevalent, herbs are used to strengthen the body. Immune system and digestive support improves your pets overall health, while joint care, lung care and vision care provide extra support for aging animals.

EASY TO USE

NaturPet natural herbal remedies are easy to use - simply add to your pet's food using the dropper included! Topicals are easy to apply directly to skin and are safe to lick for your curious animals.

QUALITY

All of our products are made using the highest quality ingredients. Products are always made from the whole herb, never from synthetics, extracts or powders and our botanicals are sourced directly from our farmers at the peak stage of growth to ensure peak nutritional and phytochemical capacity. All products and ingredients are rigorously tested for quality and purity.



OUR MEDICINES

TOPICALS

Your pet is a wild animal and they love to get dirty. Our topical line of herbal remedies help your pet embrace their wild side, while also staying healthy, safe and smelling fresh. Our topical products help to prevent fleas and ticks, to protect and heal paws and skin and to prevent and relieve symptoms of ear infections.

SYMPTOM RELIEF

Pets get sick too and our symptom relief products help your pet get back to feeling their best fast. From pain and inflammation management, promotion of relaxation, urinary tract care and liver care, our herbal remedies can be used to relieve symptoms when they manifest or ongoingly as a preventative.

ONGOING CARE

Many of our medicines work best for your pet when used pro-actively. We know our pets and we anticipate when

Whether you have an older pet who needs some support, or to promote relaxation in a younger pet, or just want to provide your pet with the best possible life, NaturPet has a product formulated with your pets in mind. We believe your pets deserve the best health so that they can enjoy a long and healthy life with their favourite people.



Essential Nutrients for Optimal Health

Third-Party Tested • Triglyceride Form • Non-GMO Verified
Sustainably Sourced • Friend of the Sea Certified



nordicnaturals.ca

BEING MORE “FLAX”-IBLE WITH YOUR HEALTHY FOOD OPTIONS!

For a simple seed, flaxseed packs a powerful punch; so powerful, in fact, that it deserves to be heralded as one of the world’s healthiest foods.

Flaxseeds are a great source of omega-3 fatty acids, which are essential for good health. Particularly for vegetarians, flaxseed may be one of the best sources of omega-3’s, or for pregnant women who may not be consuming as much fish because of mercury concerns.

wholesome ingredients simpler and healthier.

The recommended “dosage” is one to two tablespoons of roasted or flax meal (ground flaxseed) per day. There are so many ways to do that, you may actually need to watch that you aren’t getting too much more than that until your digestive system gets used to the additional fibre. Flaxseed oil is around the same dosage minus the fibre benefit.

Flaxseed makes a great addition to your favourite baked goods, with its deliciously nutty flavour. You can add the roasted super-seeds to your cereal, granola, on top of your salad or use them for snacking. Throw a tablespoon or so into a smoothie or add it to your protein shake. Whisk some ground flaxseed into your salad dressing. Add a punch of fibre to your yoghurt, or super-power your dessert.



Most people find that the ground seeds are easier to digest than the whole seeds. The truth is that you need to grind the seeds in order to release their nutritional benefits or roast them to break the hard seed coat, which is very difficult to break while chewing. Most nutrition experts recommend ground over whole raw flaxseed because the ground form is easier to digest. Raw flaxseed may pass through your intestine undigested, which means you won’t get all the benefits. You can buy the raw seeds and throw them into a food mill or coffee grinder, or buy the seeds already ground, for a more convenient option. Store ground flaxseed in your fridge or freezer to keep the natural fatty oils that release from going rancid.

With Alligga™’s Roasted Flaxseeds, however, you can confidently eat the seeds without grinding them. Once roasted, the outer shell of the seeds are broken and cracked, allowing soluble dietary fibre to be exposed in the colon, where the soluble fibre attracts water and cholesterol and take them out of the body. The broken outer shell also allows the inner contents to be exposed in the digestive tract, allowing the body to absorb all the omega fatty acids, protein and other essential nutrients. The nutrition profile is retained even after roasting, which makes eating

Nutrition Facts Valeur nutritive

Per 2 tablespoons (15 g) /
par 2 cuillère à soupe (15 g)

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 80	
Fat / Lipides 6 g	9%
Saturated Fat / Lipides saturés 0.5 g + Trans Fat / lipides trans 0 g	3%
Polyunsaturated Fat / Lipides polyinsaturés 4 g	
Omega-6 / oméga-6 1 g	
Omega-3 / oméga-3 3 g	
Monounsaturated Fat / Lipides monoinsaturés 2 g	
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 3 mg	0%
Carbohydrate / Glucides 4 g	1%
Fibre / Fibres 4 g	16%
Sugars / Sucres 0 g	
Protein / Protéines 4 g	
Vitamin A / Vitamine A	1%
Vitamin C / Vitamine C	0%
Calcium / Calcium	2%
Iron / Fer	6%



**GREAT BEAR
RAINFOREST™**
ESSENTIAL OILS

PRICE REDUCTION



5ml Essential Oils

10ml Essential Oils

	WHOLESALE	SRP	WHOLESALE	SRP
 PURE Shore Pine	Old \$14.99	Old \$24.99	Old \$26.99	Old \$44.99
	NEW \$11.99	NEW \$19.99	NEW \$20.99	NEW \$34.99
 BLEND Western Hemlock	Old \$14.99	Old \$24.99	Old \$26.99	Old \$44.99
	NEW \$11.99	NEW \$19.99	NEW \$20.99	NEW \$34.99
 BLEND Sitka Spruce	Old \$14.99	Old \$24.99	Old \$26.99	Old \$44.99
	NEW \$11.99	NEW \$19.99	NEW \$20.99	NEW \$34.99
 BLEND Rainforest	SAME \$11.99	SAME \$19.99	Old \$23.99	Old \$39.99
			NEW \$20.99	NEW \$34.99
 Gift Pack (Shore Pine, Western Hemlock, Rainforest Blend)	Old \$45.00	Old \$75.00	NA	NA
	NEW \$36.00	NEW \$60.00	NA	NA
 PURE Douglas Fir No price change	SAME \$14.99	SAME \$24.99	SAME \$26.99	SAME \$44.99

ORDER www.ecotrend.ca **Toll Free** 1 800 665 7065 **Email** orders@ecotrend.ca



Enviro
GLASS STRAW[™]

LINE EXTENSION | HOME & OFFICE

ENVIRO GLASS STRAW

www.enviroglasstraw.ca

STEEL-ING YOUR HEART

Enviro Glass Straw is excited to introduce our new line Enviro **Steel** Straw. We have searched for the strongest and safest steel and are proud to now add our stainless steel option to our collection. We researched the varying quality and manufacturing process of steel, and combined it with the way your sipping changes for steel straws to create the best experience.



We have added our new steel straw line to increase the usability of plastic alternatives. Unlike traditional metal straws, our steel are available in a straight, easy to clean style for easy scrubbing and dishwasher cleaning. Our Enviro Steel Straws feature a beveled tip that has a rounded edge, giving you a pleasant drinking experience.

We use 18/8 food grade stainless steel. This refers to the composition of the steel; 18% chromium; 8% nickel. These elements impact the durability, temperature resistance and quality of the stainless steel. They are resistant to oxidation and corrosion. They are FDA approved and come with a lifetime warranty against breakage.

Enviro Steel Straw offers beautiful reusable coloured steel straws in combo packs of two with our new natural wool-bristled cleaning brush. The bristles are compostable and the handle is recyclable stainless steel. We offer two vibrant colours that reflect our love of our beautiful natural environment; Ocean Blue or Earthy Green. All our dyes are food grade, FDA-approved and natural.



We have created two size options. Our 'skinny' straw is 8mm and 10.5". It fits perfectly into to-go cups and tall tumblers to drink your coffee on the way into work. Our 'Buba tea' straw is 12mm and 9.5". They are perfect for sipping up those yummy tapioca balls or a fruity smoothie. These straws also fit our 12mm smoothie Enviro Lids, giving your customers versatility.



Our steel collection comes in attractive recycled cardboard packaging, just like our glass line and can be displayed in our beautiful handcrafted wooden display cases alongside our glass straws, giving you the best of both worlds.



SierraSil®

NEW LOOK!

SAME FAST ACTING RESULTS



Joint Formula Curcumin3
with full dose Meriva®. With sunflower lecithin [not soy] to aid absorption of the 3 important curcuminoids. For relief of joint inflammation.



Joint Formula14™
naturally supports joint and muscle health. Rheumatologist recommended for pain relief, in 14 days or less, guaranteed*.



Pain Relief Topical Spray
now with Arnica for temporary relief of minor aches and pains in 1 minute or less. No binders or artificial ingredients for quick and safe absorption.

NEW easy-to-spot packaging

NEW improved Pain Relief Topical Spray, now with added Arnica

SAME 14 day satisfaction money-back guarantee*

SAME effective Joint Formula14™ & Joint Formula Curcumin3 formulas

* When taken as directed.