



# ecotrends

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

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### NEW LINE | HOME & WELL-BEING

## BRAVEFACE

www.getbraveface.com

### “PUT ON A BRAVEFACE”

This is the beginning of a new era in social awareness and consciousness. As experienced ethical clothing designers and manufacturers, BraveFace felt compelled to build and launch a new sustainable brand of masks and face coverings that helps Canadians protect themselves and one another. BraveFace strives to create masks and face coverings that people will want to wear and will feel good about wearing. We're looking to strike the perfect balance of design, functionality and ease of use, and we couple that with an unwavering commitment to sustainable fabrics and ethical manufacturing practices.

BraveFace masks and face coverings are made in Canada from Canadian-milled Certified 100% organic cotton. As our health officials and government leaders urge us all to wear protective face coverings, we as consumers and citizens seek products that follow form and function. Masks and face coverings that are functional are of paramount importance. Design choice, commitment to quality, and the ability to wash and re-use is where BraveFace sees the greatest opportunity

for growth and differentiation. Our goal is to bring positivity and lightness to both our individual and collective psyches through creative and consciously designed products. We want you to feel safe, and to be part of the solution. We also want to offer style and self-expression via this product category vis-a-vis our soft-hand organic cotton, and art-driven designs and patterns.

We adhere to fair labour and socially compliant practices, we only produce products that keep sustainability foremost in mind, and we actively give back to charity.

We are proud to partner with a company like Ecotrend Ecologics, which shares our ethos and stands above the rest as a premium supplier of high quality, sustainable brands and products in the health and wellness space.

From grower to sewer and right through distribution, we've got you covered - literally.







LINE EXTENSION | HOME

NELLIE'S®

[www.nelliesclean.ca](http://www.nelliesclean.ca)

## NELLIE'S FRUIT & VEGGIE WASH

The Nellie's brand was inspired by a real mom - you guessed it - her name was Nellie! The real Nellie believed in old school, wholesome values, like honesty and simplicity. She was going 'green' long before the colour was cool, opting for non-toxic and safe alternatives to regular household cleaning products in a time where it wasn't too common. She also always knew best, like all moms do. And as Mom always said: you need to eat your fruits and veggies!

While fresh fruits and vegetables are good for you, did you know that most produce is covered in pesticides? Yes, even the organic ones! Both organic and non-organic produce can be covered in wax, surface pesticides, dirt, or many other icky things. When you see filmy grapes, waxy apples, or gritty spinach, your produce needs a good wash.

Nellie's Fruit & Veggie Wash was designed for exactly this reason. It quickly removes water resistant contaminants, making sure that the healthy food you're eating is clean - just like your home.

Nellie's Fruit & Veggie Wash is a non-toxic, plant-based formula that safely and effectively removes unwanted pesticides, chemical residues, waxes, dirt and handling oils. Most importantly, it's odorless and tasteless, gluten-free, vegan, biodegradable, and non-GMO. Made with no SLS, SLES, parabens, synthetic fragrances, or dyes, Fruit & Veggie Wash is also Leaping Bunny Certified, meaning no animal testing, cruelty, or bi products!



Before handling produce, be sure to wash your hands thoroughly with soap for at least 20 seconds to avoid transmitting any germs onto your food. To use Nellie's Fruit & Veggie Wash, spray directly onto your fruits and veggies or dilute a tablespoon with cold water in a bowl. Rub your produce gently for thirty seconds and rinse thoroughly under cold water. If you're working with leafy greens that can hold a lot of dirt, place the produce in a large bowl with cold water and swish it around to remove the grit, lift it out, drain in a colander, and rinse. Dry with a clean paper towel if needed, and enjoy your clean, healthy food. Bon appétit!





## PLANET FRIENDLY CLEANING SOLUTION PRODUCTS

At Natura Solutions we care about everyone's health, and pride ourselves on manufacturing safe and effective cleaning products. This year we made changes to several of our cleaning solutions by adding Hydro-Nanon™ Silver, to make them even more powerful while still being safe. This unique technology is made with a multivariate oxide coating (a thin, silver-oxide coating). Because of this, you need less of our silver to accomplish the same thing as you would with other ionic or colloidal silver found in today's commercial products.

We are all aware of the changes that have occurred in today's environment, and as a result, many Canadians are deeply concerned and are challenged with constantly keeping soft and hard surfaces free of bacteria and virus. This is why Natura Solutions has formulated highly effective combinations of three key antiseptic and disinfecting ingredients; Hydro-Nanon™ Silver, Hydrogen Peroxide and Isopropyl Alcohol. These highly synergistic formulations are deadly to pathogenic bacteria and virus which is normally found on your skin, hard surfaces (both inside and outside the home) and soft surface materials such as organic cotton or synthetic fibers such polypropylene or polyester.



Whether at home or away, Natura Solutions provides two ways to quickly clean and disinfect any hard, non-porous surface. The first is by using Disinfecting Wipes and the second is through applying our All in One Cleaner and Disinfectant Spray. Both combine the natural surface cleaning power of plant-based enzymes with the powerful dual antimicrobial action of Hydrogen Peroxide and Hydro-Nanon™ Silver. They are compatible with common surfaces, have a low residue and are naturally fragranced with eucalyptus essential oil.

For fast, effective and safe antiseptic hand cleansing when soap and water are not available, our Antiseptic Hand Cleanser is highly effective at killing pathogenic microorganisms commonly found on the skin, and will leave your hands feeling clean and refreshed without any sticky residue.

Today more than ever, consumers are looking for healthy, premium disinfecting and antiseptic solutions to keep their families safe. At Natura Solutions we are here to deliver on those needs.







Shift Workers Health  
with Dr Pushpa Chandra

NEW LINE | NHP

SHIFTWORKERS

www.shiftworkershealth.com

## AWAKE AND ASLEEP

For shift workers, sleep doesn't always come naturally and the health consequences can be devastating. According to a sciencedaily.com report, "the World Health Organization classified night shift work as a probable carcinogen due to circadian disruption."

As a front-line worker, Dr. Pushpa Chandra has experienced the negative effects of shift work first-hand. Prior to her career as a Naturopathic Physician, Chandra worked as a Critical Care nurse at BC Children's hospital for 27 years. Her 12 to 14 hour shifts were fast-paced, high-stress, and physically and mentally demanding.

In developing Awake and Asleep, Chandra wanted to find ways to help people mitigate the effects of shift work—whatever their profession or industry.

Chandra has been utilizing the unique ingredients in Awake and Asleep for over 30 years. She noticed the different adaptogens in this unique formulation helped to boost her mental and physical performance, not just as a front-line worker but also as an endurance athlete. A competitive extreme ultramarathoner for over 30 years, Chandra has run over 500 marathons and ultramarathons including Everest, Antarctica, North Pole, and the Sahara Desert in temperatures ranging from -20°C to 40°C. In 2009 she held the record as the world's fastest woman in the grueling 100km Antarctic Ultramarathon and in 2018, Chandra completed the 777 World Marathon Challenge running seven marathons on seven continents in seven days.



**"THE INGREDIENTS OF AWAKE AND ASLEEP ARE THE CORNERSTONE OF MY HEALTH AND PERFORMANCE," SAYS CHANDRA**

Cognitive support for mental focus, stamina, and memory enhancement is critical for any front-line worker. The adaptogens in Awake and Asleep play a key role in these respects. Adaptogens are an elite class of herbs that enhance the body's resistance to



a wide range of adverse conditions, such as physical, chemical, and biological stress. They also increase mental and physical energy and resistance to stress.

Awake's unique formulation includes the adaptogen eleutherococcus senticosus, known as 'the king of all herbs', with over 3000 clinical trials. This tonic helps relieve general weakness and fatigue, while improving mental and physical performance after long periods of mental and physical exertion. Other key ingredients in Awake include rhodiola rosea and bacopa monnieri.

After a long night shift in a critical care setting, it's important to wind down. Asleep's formulation includes ashwagandha, a perfect nervine with relaxing, calming effects; along with melatonin.



Awake and Asleep are one of the only natural products designed to work together as a 24-hour system to boost overall vitality by enhancing the body's functioning during wakefulness and helping to ensure proper restorative rest. Awake and Asleep are all natural, caffeine-free, non-addictive, and produced in Canada under Good Manufacturing Practices.

"I developed these two products, Awake and Asleep, with a few things in mind, and I would say my number one is vitality. To have the energy to do anything you want. To have the mental energy, the physical energy, the cardiovascular energy, and the motivation."

— Dr Pushpa Chandra





NEW LINE | NHP

O3OMEGA® SMOOTHIES

www.o3smoothies.com

## OMEGA-3 FLAVOURED SUPPLEMENTS

As the human body cannot produce Omega-3s, the only way to get this essential healthy fat that your body and brain crave is through your diet.

However, even if you eat fish once a week, you may not be getting enough Omega-3. The human body's independent production of DHA does not reach amounts comparable to supplementing or consuming high levels of DHA.

That means if you're not eating what you need, you need to supplement. We wanted an alternative to the "fish burp pills" on the market. That's when we decided to create an alternative to pills. O3Omega® Smoothies were launched in 2017 with the idea to create a flavor experience with our patented emulsions while providing the consumer with the benefits of algae, protein and MCT (Medium Chain Triglycerides) from coconuts in each 15ml serving. Bottles contain 30 servings and have an 18-month shelf life at room temperature (refrigerate after opening) and come in a variety of 10 flavors including Not Peanut Butter and Jelly, S'mores, Breakfast, Breakfast with Bacon flavor, Tangerine, Churros, Movie Theater Butter Popcorn, Strawberry French Toast and Root Beer Float, and our newest addition Rainbow Unicorn Farts.

O3Omega® Smoothies utilize vegan DHA Omega 3 and offer vegan and non-vegan versions, and are free from egg, gluten and soy. O3 Smoothie also contain no sugar, no trans fats and are non-GMO. O3Omega® Smoothies also assist with a feeling of satiation, reducing cravings. In addition to vegan options, O3Omega® Smoothies also support a paleo and ketogenic lifestyle.



MCTs have been shown to produce mitochondrial biogenesis and an increase in metabolism which supports a Keto lifestyle.<sup>1</sup> O3Omega® can be added to your coffee, smoothies, protein drinks, gluten-free avocado toast or simply consumed by the spoonful. Kids will love it on their pancakes, waffles and cereal in place of sugary syrups. O3Omega® contains 30 servings per bottle. No fish, no fish taste, no fish burps, and no huge pills.

### References:

1. PLoS One. 2018; 13(2): e0191182.

Published online 2018 Feb 8. doi: 10.1371/journal.pone.0191182

PMCID: PMC5805166

PMID: 29420554

Medium Chain Triglycerides enhances exercise endurance through the increased mitochondrial biogenesis and metabolism

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5805166/>





## AURALUV SUPERFOOD - HEALTHY HOT CHOCOLATE



I remember the crisp morning well. I was sitting on my meditation chair in early spring. The birds were chirping and the sky was clear. Leaves were falling on the ground.

I was contemplating the day, my life, my future... the words "Cacao is the most powerful superfood in the world," entered into my mind. I began to think about that how powerful cacao really is, and how our world has taken something so pure and so good for us and altered it into refined sugary food that's not good for our health. I felt a desire within myself to transform Cacao into something that is healthy, tastes good and has the ability to nourish the body, mind and soul: the way Cacao is meant to!

Being a passionate nutritionist, I felt that it was my purpose to bring a healthy and delicious version of Cacao to the market. I believe everyone should experience the positive, mood-enhancing benefits of Cacao, without the high and low energy spikes and crashes we find in many chocolate products.

The way we eat determines the way we feel. I believe that if everyone on this planet ate with health in mind, there would be less depression, less sickness... and more LOVE.

My passion is creating a Cacao-based hot chocolate product that will change the way people feel for the better.

For 2 years I formulated all sorts of healthy combinations of ingredients, to finally release a hot chocolate product that is delicious, satiating and very good for your body and mind.

I infused all my favourite superfood into the mixture: Reishi mushroom, açai berry powder, dairy-free probiotics sourced from coconut, and MCT coconut oil powder.

Auraluv Hot Chocolate is made to be exactly the type of product that I personally would want to drink every single day.

Drinking hot chocolate in the morning always puts a smile on my face, lifts the mood, and just makes everything better. Each morning I say 'thank you God for this beautiful superfood and this beautiful life.'

*Aura Ziv, RNC CPT  
Binge Eating Coach*





## BRAIN, IMMUNE AND BODY BALANCE



**ACTIVEINE™ ANTI-AGING**  
ORTHOMOLECULAR  
FORMULATION TARGETING  
AGING OF MUSCLES AND  
BRAIN.

Studies indicate that supplementation with Arginine alpha-ketoglutarate (AKG) and Ornithine stimulates GH/IGF-1 axis, which is known to promote an anabolic state, and thereby stimulate muscle mass growth and inhibit protein degradation in muscles and tissues. L-alpha-Glycerophosphorylcholine (alpha-GPC) has a stimulatory effect on brain acetylcholine, known to stimulate the pituitary gland to release of growth hormone (GH). The addition of Colostrum brings an immune boosting component to the formulation.<sup>1</sup>

All the ingredients in Activeine work together to make you feel younger and healthier.



**NEURO MAX™**  
A COMPLEX  
ORTHOMOLECULAR  
FORMULATION ADDRESSING  
BRAIN FUNCTION AND  
NERVOUS SYSTEM HEALTH.

This unique formulation incorporates all major elements known to be 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. Lion's Mane is also known for stimulating Nerve Growth Factor (NGF). Neuro Max™ also provides glutamine, asparagine and taurine, metabolites involved in neurotransmission and energy metabolism. Asparagine assists in the conversion of amino acids in the liver and helps to maintain the equilibrium of the central nervous system.<sup>2</sup>

## MODIMMUNE™



The immune system is extremely complex and can become overactive or underactive with often mild or even severe health consequences. Modimmune is a complete, orthomolecular immunity formulation working as an immune modulator that corrects immune system imbalances. Phytosterols, and in particular beta-sitosterols are powerful immune modulators. Beta-sitosterol is complemented by other sitosterols found in Sea Buckthorn (*Hippophae rhamnoides*). AMLA (*Phyllanthus emblica*, syn. *Emblica officinalis*) is an ayurvedic medicine that when paired with Larch Arabinogalactan, offers additional immune modulating benefits and support for some immune cells. Copper, Zinc and Vitamin D3 are well known immune system support factors. Copper also helps to produce and repair connective tissue and to form red blood cells. Whether your immune system is hypo- or hyper-active, Modimmune can boost or tame it to a healthy level.<sup>3</sup>



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1. <http://webprod.hc-sc.gc.ca/nhp/nd-bdipsn/atReq.do?atid=bovine.colostrum.bovin&lang=eng>
2. <http://webprod.hc-sc.gc.ca/nhp/nd-bdipsn/atReq.do?atid=fonc.cognitive.func&lang=eng>
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## LINE EXTENSION | GROCERY

HEARTFELTLIVING®

[www.heartfeltliving.com](http://www.heartfeltliving.com)

### SPICE IT UP!



Steak'n Egg has now a twin sister called Spice it Up!

What is the difference you may ask; the two skus are as identical as are identical twins. There is no difference between the two what so ever.

Steak'n Egg is a super delicious seasoning for NOT just Steak'n Egg but for anything like soup, salad, fish, chicken, veggies and any kind of meat.

Spice it Up! is a super delicious seasoning for anything like soup, salad, any kind of veggies, lentils, soy products etc.

Simply put; what ever you cook or prepare for your meals and snacks, you can use either Steak'n Egg or Spice it Up!

#### Your Family Will Love It!



**OLA Bamboo**

## LINE EXTENSION | PET

OLA BAMBOO

[www.olabamboo.com/en](http://www.olabamboo.com/en)

### BRUSHING YOUR PET'S TEETH—IT'S JUST AS IMPORTANT AS BRUSHING YOUR OWN!

The OLA Bamboo toothbrush for cats and dogs is an eco-friendly choice that's also a good choice for your pet's dental health.

The curved and compact head is specially designed to better reach all teeth in the animal's oral cavity. Two formats available: Small Dog or Cat and Large Dog. Not to forget that the handle of the toothbrush is 100% compostable and biodegradable.

Eighty-five percent of cats and dogs will experience dental problems in their lives, including gum infections, plaque, tartar, bacteria or even gingivitis. The first sign of an issue is often bad breath—and one in two pet owners thinks that his or her animal sometimes has bad breath. By brushing their teeth regularly, you will be able to help them avoid a lot of issues. In the long run, bacteria from tartar can pass into the blood and spread to organs, which can cause heart or kidney failure. Keep in mind that thirty seconds of brushing is enough,

that you only brush the outer side of the teeth and that you're doing what you can—that's already something.

Check out the eco-friendly OLA Bamboo toothbrush for dogs and cats.





## FROM THE LEGENDARY BAOBAB TREE TO NOURISHING BEAUTY CARE



The Giant Baobab tree, with its large stem and root-like crown in winter, has become a powerful symbol of Africa south of Sahara, where the tree holds a special place in legends and folklore. There is something almost magical about the oil, pressed from the seeds of the Baobab.

### NATURAL, NOURISHING INGREDIENTS

AVIVIR Baobab line's main ingredient is organic virgin Baobab oil. The oil is extracted in a state of the art facility in Eastern Senegal, from the seeds of fruits collected in the local baobab forests. A special composition of fatty acids and a rich content of phytosterols, Vitamin E, and Omega 6 and 9 makes it unique for skin and hair care. Baobab oil is a dry oil, which means that it is absorbent and not greasy.



### AVIVIR BAOBAB LINE:

- Made with organic baobab oil
- Certified Vegan and Ecocert
- No silicone, petrolatum, paraffin liquid, or other petrochemical oils
- No parabens

### EXPERIENCE BAOBAB OIL'S SPECIAL PROPERTIES!

AVIVIR Baobab Organic Baobab Virgin Oil is 100% pure cold pressed Baobab oil with super properties.

- Dry oil that is absorbed quickly and leaves your skin magically soft
- Supports collagen and improves skin elasticity – more than 25% after 4 weeks of treatment
- May reduce the appearance of skin imbalances
- May improve the appearance of stretch marks
- Protects skin barrier function and leaves the skin moisturized
- Rich content of vitamin E, Phytosterols and Omega 6 and 9

With AVIVIR Baobab Magic Balm, you notice the magic of the baobab oil on your lips, cuticles and dry areas. Magic Balm consists of shea butter, almond oil, sunflower oil and 40% virgin baobab oil.

Let yourself embrace by the purest magic of nature with these delicious products. The softening and super moisturizing AVIVIR Baobab All Body Pampering Oil, with 50% organic baobab oil and 50% almond oil, gives the skin renewed elasticity and leaves it moisturized silky soft.

Choose between the blue perfume-free line, and the purple line, which has the finest scent of natural Australian Lemon Myrtle oil.



## DIGESTIVE ENZYMES FOR KIDS



The benefits of enzymes for digestion are well known, today Enzymedica has formulated a special clean label product exclusive for kids. This innovative formulation not only contains the necessary enzymes to digest all types of foods, but even better it has Thera-blend™ enzymes able to digest food at different pH levels. This all-natural ingredient product tastes great and it is suitable for vegans as well. Kids Digest is an excellent choice to enhance the digestion.

### SUPPLEMENTAL ENZYMES



Enzymes are natural and essential catalysts to many biochemical reactions in our body. Taken on an empty stomach, they may work systemically in the bloodstream. Systemic enzymes help boost production of one of the body's first major barriers for defense; the mucous membrane.

In order for an invader to make it into the body, it must first enter through mucous membranes, or the mucosa. The mucous membrane along the respiratory tract is one of

the first major barriers that play a role in our immune function. Our mucus is composed of mucin, a network of proteins complexed with sugars that are specially designed to protect us from particles.

Certain protease enzymes have shown benefits in improving the composition and physical characteristics of our mucus. On such protease is Mucolase™, a special fungal protease with confirmed actions on respiratory tract mucus. Other proteases, like Serratiopeptidase, have shown similar effects. These enzymes decrease the thickness of the mucus, while reducing its quantity avoiding a runny nose or excess mucus secretion in the respiratory track.

In addition, many invaders have protein-based structures attached to their outer cell walls. The body naturally uses proteases to help break down these structures. A simple way to remember the function of proteolytic enzymes is the "3 D's." Proteolytic enzymes can help break down cells that are Dead, Damaged or Don't belong.

Supplemental enzymes not only help boost production of one of the body's first major barriers for defense, but also can play a more direct function in helping our body's well-being. For best results, look for Thera-blend™ enzymes in Enzymedica formulations. These enzymes have been blended for significant activity across the wide pH ranges found within the human body.





FEATURE | NHP

NATREN®

www.natren.ca

## HOW TO MAKE YOUR OWN PROBIOTIC FACE MASK

When someone says probiotics, we hope that the first thing that comes to mind is Natren Probiotics!

Our powerful probiotics are a great way to improve digestion, boost immune health, and more. But did you know that Natren Probiotics can also be applied to your skin?

### WHY A PROBIOTIC FACE MASK?



The skin is our largest organ and is home to its own unique set of microorganisms. The beneficial bacteria on the skin work much like the beneficial bacteria in our gut, providing a layer of protection and competing for space with bad bacteria and other pathogens.

Normal skin care can remove some of your beneficial skin flora and it may benefit you to replenish this natural barrier. For centuries, women have applied everything from milk to plant extracts to their

bodies trying to enhance skin health. Digesta-Lac contains our *Lactobacillus bulgaricus* LB-51 super strain. The use of *L. bulgaricus* applied topically to the skin dates back at least a hundred years, there are scientific studies from 1912 and reason to believe it was in use even before that!

### INGREDIENTS FOR THE MASK:

To create this mask, you need two ingredients: Natren's Digesta-Lac and aloe vera. If you have aloe vera growing in your garden you can find videos online that teach you how to harvest it. If you are purchasing it, look for a product that contains virtually 100% aloe vera. Read the label to see what other ingredients are in the product. Aloe vera should be the first ingredient listed (indicating it's the main ingredient in the product). Most products contain some form of stabilizer, so if you're unsure about the other ingredients listed we suggest checking ingredients online at the EWG's Skin Deep Cosmetic Database.

### MAKING AND APPLYING THE MASK:

Mix approximately 1 tsp of Digesta-Lac probiotic with equal parts aloe vera to create the mask. Gently apply to your face working it into the skin by moving your fingers in a small, circular pattern. You can leave the mask on for 10 to 30 minutes. When you are ready, wash the mask off using warm water and pat your skin dry. After using the mask, your face should feel smooth, soft, and clean. The gritty consistency of the probiotic powder acts as a gentle exfoliator while the aloe vera moisturizes. It's a winning combination that will leave your skin looking and feeling great.





NORDIC  NATURALS®

# Essential Nutrients for Optimal Health

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



[nordicnaturals.ca](http://nordicnaturals.ca)