



# ecotrends

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

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## Dr. King's®

### NEW LINE | NHP

DR. KING'S®

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

### ADAPTING TO THE COVID ERA/NEW NORM AND BEYOND WITH HOMEOPATHY

King Bio and the Dr. King's® brand has manufactured cutting edge Homeopathic Medicines in the United States for over 31 years. As a physician-based company, we focus on developing the most relevant homeopathic formulations to address the ever-evolving health issues people are facing.

The Dr. King's® brand provides new essentially taste free pure water based homeopathics in a special triple potency strength including the amazing LM potency that provides a powerful broad therapeutic spectrum and a gentler healing experience.

Dr. King's® Multi-Strain Flu Relief is a great example providing a broad-spectrum of symptomatic relief from multiple strains of the recent flu or influenza viruses listed under Medicinal Ingredient Influenzinum. Also includes 4 potencies of Anas Barbariae. In addition, Dr. King's® Multi-Strain Flu Relief contains 3 forms of zinc, 2 forms of echinacea and overall, 19

ingredients times 3 different potencies each for a total of 57 proven homeopathic ingredients.

Dr. King's® Bronchial Care has 15 active ingredients, each made in 3 potencies to equal 45 active homeopathic ingredients to provide a broad spectrum of temporary relief of minor bronchial symptoms including shortness of breath, tightness in the chest, bronchial irritations, cough, and minor breathing difficulties.

Dr King's® Respiratory Care has 9 active ingredients made in 3 different potencies to equal 27 active homeopathic ingredients to provide a broad spectrum of temporary relief of minor respiratory symptoms such as: lung and bronchial congestion, wheezing, bronchial irritations, excess mucus, cough, hoarseness and minor shortness of breath and bronchial inflammation.

Please look for our special introductory offers.



### Ecotrend ECOLOGICS

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BC, V5Y 1E6  
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### PLEASE RECYCLE

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## NATURISTE JOINS THE ECOTREND FAMILY

Naturiste Inc. is very proud to be joining the Ecotrend family. Founded over 50 years ago in Quebec, Naturiste is a pioneer and leader in the natural health products space. From 1968 through 2017, our products were available exclusively in our own specialized natural product network located throughout the province of Quebec.

In 2016, Naturiste made the strategic decision to offer a selection of our products outside of this network and commencing in Fall 2020, Ecotrend will be offering its Retailer customers the majority of Naturiste's liquid natural health products. These products come in the unique single dose glass vials manufactured using traditional vacuum sealing methods from France.



Naturiste specializes in liquid natural health products due to the unique bio-availability of this format. Like many full-line natural product brands, we offer traditional capsules, tablets and the like, but it is our liquid portfolio that sets us apart.

Liquid health products provide a significant advantage in absorption and assimilation rates. In addition, they are typically much easier to digest. In general the human body will access 98% to 99% of a liquid extraction and will absorb 85% to 90% of the nutrients in under 30 seconds. A total of between 1 to 4 minutes is required to assimilate the entirety of a liquid health supplement. In contrast, a supplement taken in pill form must first be digested and in this process may lose up to 50% of the active ingredients. The body typically absorbs only 10% to 20% of the nutrients of a product taken in this form.

The body will absorb  
**85% to 90%**  
of the nutrients of liquid  
in under 30 seconds

Another advantage of liquid dosage formats is that a dose can easily be reduced or increased gradually. This advantage can be offset by the consumer using inaccurate kitchen teaspoons or tablespoons! And if truth be told, there are definitely times that the flavour of a liquid health product may leave something to be desired.

Over the coming months, we are hopeful that you will discover the Naturiste liquid health products lineup. We are certain that you will find our formulae attractive and your customers will enjoy the rapid effectiveness they provide.



## NEW VITAMIN C PRODUCTS FROM NUTRIBIOTIC!



In these uncertain times, it is extremely important to maintain a strong immune system to support a healthier, happier life. As our days get busier and demands on our health continue to increase, many of us are unable to maintain recommended health standards and fall to a bad diet, lack of sleep and exercise, and high stress, which can bog down our body's natural defenses when you need them most.

Fortunately, NutriBiotic® has your back! A trusted name for nearly 40 years, NutriBiotic® delivers the highest quality health foods, cleansers, first aid products, and supplements, including vitamin Cs.

Vitamin C, an essential nutrient to the body, provides antioxidant protection to the immune system, as well as maintains the health of blood vessels, tissue, cartilage, bones, eyes, and other organ systems. Vitamin C contributes to immune defense by supporting various cellular functions of both the innate and adaptive immune system.

The positive effects of vitamin C make it vital to the body's overall health. It is important to understand the differences in vitamin C to pick the supplement that is right for you.

NutriBiotic®'s Ascorbic Acid is vitamin C in its simplest and more economical form—crystalline powder. It is pharmaceutical grade, unbuffered, vegan, gluten free, and made without GMOs. NutriBiotic® uses only 100% pure pharmaceutical grade L-ascorbic acid, so you can trust what you are putting into your body. Each serving of NutriBiotic® Ascorbic Acid supplies 2000 mg of vitamin C.

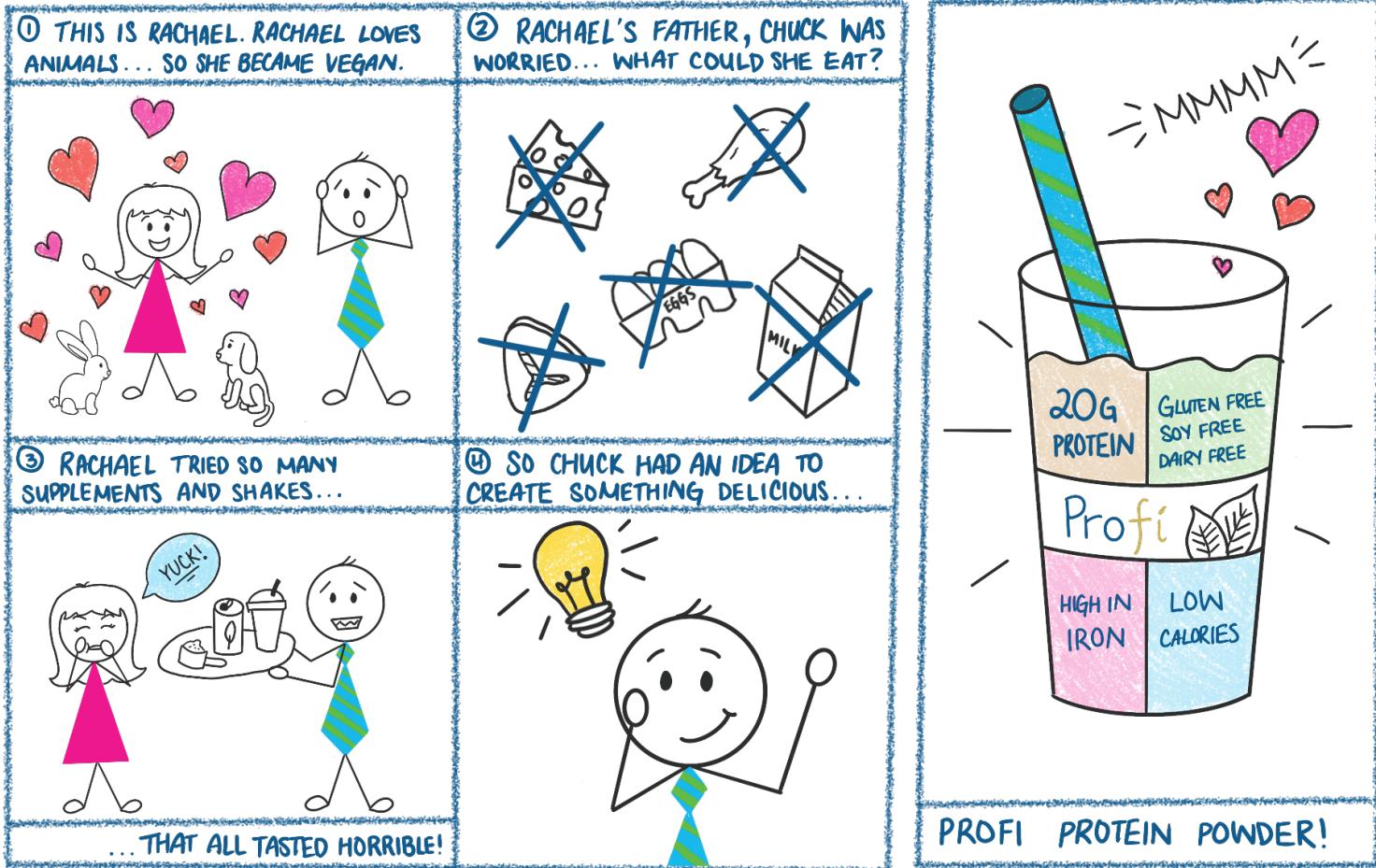
NutriBiotic®'s Sodium Ascorbate is a non-bitter, non-acidic, fully reacted, buffered, crystalline powder combining 1100 mg of 100% pharmaceutical grade vitamin C and 120 mg of sodium in a highly soluble form. In addition to the amazing power of vitamin C, NutriBiotic® Sodium Ascorbate contains sodium, an electrolyte that helps maintain the balance of water in and around cells. NutriBiotic® Sodium Ascorbate is ideal for individuals looking for an alkaline (buffered) form of vitamin C, which has a more neutral pH and is typically preferred over pure ascorbic acid by individuals with sensitive digestive systems.

NutriBiotic® products are produced with the highest quality materials and are used by healthcare professionals worldwide.



# THE BEST *tasting*, COMPLETE plant-based PROTEIN

How PROFI came to be...born from a father's love...



PROFI is made from a blend of fermented peas, whole grain brown rice, lentils, & chickpeas. By using a *blend of protein*, PROFI contains all **9 essential amino acids** and is *high in iron!*

PROFI is *dairy free, gluten free, nuts free, and soy free*. By only using natural and simple ingredients, PROFI does not have any fillers, making it a higher concentration of protein. Without fillers, PROFI has a *smaller scoop size* compared to competitors, and offers *more servings per jug*, creating more value for consumers.

Available in Protein Booster (unsweetened) and the following flavours:



Chocolate



Caramel Coffee



Vanilla



Cookies & Cream



## URBAN JUVE™ - SKINCARE RITUALS ROOTED IN NATURE

Urban Juve™ is plant-powered skincare born in the kitchen. Our approach is based in Ayurveda—one of the oldest holistic healing systems in the world. For thousands of years, Ayurveda has recognized that what we put on our skin is absorbed and transmitted throughout our bodies. The way we care for our skin is the way we care for our health.

At Urban Juve™, we fuse Ayurvedic tradition and advanced science to develop natural products that really work. What differentiates Urban Juve™ is we use a secret ingredient; Hemp Root Oil, extracted using our patent-pending process.

Our hero ingredient hemp root is extracted exclusively from the roots of the hemp plant. We do this by using an ancient Ayurveda extraction method to retain the integrity and medicinal properties of the plant.



Hemp root has been used in Ayurvedic medicine for thousands of years, however, our own scientific research led to the discovery that hemp root oil has many restorative and protective benefits for the skin. Hemp root has shown to be nutrient-rich and deeply moisturizing, contains anti-aging properties, may soothe irritation, and boosts the absorption with vitamins and amino acids.

Our formulations also contain high-quality hemp seed oil, which are packed with vitamins, minerals, essential fatty acids, and other beneficial compounds. Hemp seed oil can act as a humectant, absorbing water from the air, this way your skin retains moisture.

Our products are also infused with key Ayurvedic herbs and essential oils and are meant to work in tandem with each other. The first step is to prime the skin with



our Face and Body Mist, which is rich in hemp root oil. For the face, we then apply our Skin Awakening Serum and then seal in nutrients with our terpene rich moisturizers. For the body, after priming our skin with our Face and Body Mists, we apply a body oil suited to our skin concern. This is more than skincare. This is your daily ritual.

By combining the highest-quality natural ingredients and with hemp being our superstar, we create exceptional products that go beyond the surface to protect, restore and renew. All our products are formulated by an experienced Ayurvedic practitioner and clinical researcher—and each is designed to meet the nutritional needs of your skin, naturally.

We promise to always use safe, pure and natural ingredients to support your health and empower your daily rituals. Because every skin and every body deserves the most modern self-care possible.



**3000mg MCT\***  
\*Coconut Oil  
(Standardized to C8 caprylic acid)

**400mg DHA\***  
\*Vegetarian Algal Oil



# O3 Smoothies

## The Good Stuff by the Spoonfull!

**Forget The Pill. O3 Smoothies Brings You Nutrition in the Flavors You Crave.**

Our MCT smoothies are packed full of **400mg DHA** and **3000mg MCT** from coconut oil per serving, and comes in the creamy, delicious flavors you have been looking for.



Helps support cognitive health and/or brain function



Helps support a ketogenic diet



Helps support/maintain eye health/function.



Contributes to a healthy lifestyle



Root Beer  
Float

Movie Theater  
Butter Popcorn

Breakfast

Breakfast  
with Bacon

S'mores

Unicorn Farts  
Sherbert Flavor

Unicorn Farts  
Super Bubble  
Gum Flavor

Churros

NOT Peanut  
Butter & Jelly  
Sandwich

Tangerine

Strawberry  
French Toast

**VIRÜN®**  
NUTRA-BIOSCIENCES™

[virun.com](http://virun.com)

**O3**  
omega  
SMOOTHIES

[o3smoothies.com](http://o3smoothies.com)

\*Labels may differ.

## A NATURAL, PLASTIC-FREE DEODORANT!

When you decide to reduce plastic in your life, you realize that it's EVERYWHERE! There is sustainable plastic, which is not necessarily a bad thing. But there is also a ton of single- or limited-use plastic products or containers. That is where the Quebec-based (or Canadian) company OLA Bamboo makes a difference by offering eco-friendly everyday products.

Our wide range of eco-friendly products underscores that, at OLA Bamboo, the mission is to reduce waste—especially plastic waste. You have seen our toothbrushes with compostable handles, washable makeup remover pads, reusable straws, compostable cotton swabs, natural dental floss, and a ton of other accessories and products.



Now say hello to a made-in-Canada natural deodorant in a cardboard tube!

This plastic-, aluminum-, paraben-, sulfate-, animal cruelty-free deodorant will be your new favourite.

OLA Bamboo aloe vera- and cucumber-scented deodorant has a soft, creamy texture and is used as a regular deodorant; there's no need to put your fingers in the product to apply it. You simply press the bottom of the tube with your index and middle finger to push out the product and apply a thin layer to your armpit just as you would with a plastic container.



It will give you all-day odour protection. Just toss the cardboard tube in the recycling at the end of its lifespan.

Some people have had bad experiences with deodorants containing baking soda, which can cause skin irritation. Rest assured, there isn't any in OLA Bamboo deodorant. We chose tapioca starch, cornstarch, coconut oil and zinc ricinoleate to control odours and help absorb moisture.



The aloe vera and cucumber scent is delicate, fresh and won't embarrass you. By the way, both men and women can use OLA Bamboo deodorant.

**TRY IT TODAY!**



## VICTORY HAND SANITIZER

Do you have the covid 19 hand sanitizer blues? Suffering from hand sanitizer fatigue? Trapped in a vicious cycle of dry, chapped and cracking skin?

Victory Hand Sanitizer from Epsomgel Solutions made with natural grain based alcohol and our key ingredient, Hyaluronic Acid is the answer. You will actually see and feel a positive benefit to your skin from using it regularly.

Gels are the best form of hand sanitizer. They provide longer skin contact and more uniform coverage. Watery formulas usually result in dry skin and are difficult to apply. Sprays produce aerosols and drift off into the air. To get adequate coverage you have to "spray" a larger volume than necessary.

Two other problems with hand sanitizers are tackiness and fragrances. You have probably walked into a

retail establishment and been encouraged to use the provided hand sanitizer and ended up with sticky hands and smelling like a weird synthetic version of watermelon that refuses to dissipate. Victory hand sanitizer absorbs quickly and is fragrance free. The handy 60ml tube travels with you so you can avoid the mystery hand sanitizers.

Victory Hand Sanitizer with Hyaluronic Acid will give your customers the protection they need and put a big smile on their face when they realize how amazing their skin feels. Our Hyaluronic acid formula will leave your skin feeling moisturized and soothed with a smooth silky feel. One of our retailers who has numerous products to choose from only uses Victory Hand Sanitizer and swears that her hands look 10 years younger.

**epsomgel™**  
solutions

### Victory Hand Sanitizer Gel

with Hyaluronic Acid

From the makers of epsomgel™



### INTRO DEAL!

Buy a master case of 48 units of  
**Victory Hand Sanitizer Gel, 60ml,**  
and receive a **FREE EpsomGel**  
**12 per pack hanger box.\***

\*One deal per store. Promo valid for the first 120 accounts only.

ITEM CODE 50425870-60  
UPC 682384518847

## THREE KEY NUTRIENTS FOR CHILDREN'S HEALTH



### BY NORDIC NATURALS STAFF

Staying well is always important, but it's especially vital when children face more frequent challenges to their daily health. This is why it's so necessary to support comprehensive wellness as we head into the winter months. While a number of different factors (diet, age, underlying conditions, stress, sleep, etc.) contribute to a child's health, the importance of good nutrition cannot be overstated.

### OMEGA-3S



Omega-3 EPA and DHA help promote health by producing molecules that regulate cell stress responses.<sup>1,2,3</sup> These healthy fats also modify the activity of macrophages and neutrophils, which are cells that play critical roles in immune function.<sup>4,5</sup> Good dietary sources of omega-3s include cold-water, fatty fish (e.g. sardines, salmon), but if fish is not a regular part of your child's diet, fish oil supplements like Nordic Naturals® Children's DHA offer a balanced source of the omega-3s that kids need for healthy development.

### VITAMIN D

In addition to supporting calcium absorption and bone health, vitamin D also helps stimulate the production of antimicrobial peptides like cathelicidin and defensins, which are prevalent in cells lining the respiratory tract.<sup>6,7,8</sup>

Sun exposure is an easy way to get vitamin D, yet our indoor lives mean children often don't obtain a sufficient amount, especially during the winter. A great supplemental option for infants and toddlers is Nordic Naturals® Baby's Vitamin D3. Older children who need both omega-3s and vitamin D can opt for their classic Arctic-D Cod Liver Oil™.



### VITAMIN C

Although it's last on our list, vitamin C is probably top of mind when you think of general wellness. It plays many roles in child development: synthesizing collagen, supporting brain activity, metabolizing proteins, and absorbing plant-based iron.<sup>9,10,11</sup> Vitamin C is also a potent antioxidant.<sup>12,13,14</sup> Red peppers, oranges, kiwi, grapefruits, and broccoli are all great sources of vitamin C, but to fill any gaps in intake, consider Nordic Berries™ multivitamin, which helps in the normal function of the immune system. It provides a daily dose of vitamin C and other essential nutrients like zinc and vitamins A, B, D3, and E.



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## EVERYTHING YOU NEED TO KNOW ABOUT BLOATING AND GAS

Bob Dylan may have crooned, "The answer my friend, is blowing in the wind," but you probably want some real answers on how to reduce your occasional bloating and gas.

There are many reasons why you may be experiencing these uncomfortable symptoms. The cause could be as simple as swallowing air while sipping carbonated drinks from a straw, smoking, chewing gum, sucking hard candy or eating too quickly. Burping and flatulence are two ways swallowed air leave the body.

While occasional gas and bloating may be maddening, the good news is that many of the most common causes can be easy to resolve.



### WHAT CAUSES OCCASIONAL BLOATING AND GAS?

Undigested food stuck in the large intestine is often the root of the problem. Bacteria feed off this food and multiply, which produces foul-smelling gas in the abdomen. Essentially, gas is created by fermentation occurring in the colon.

If you experience gas after eating, you may have an enzyme deficiency. Digestive enzymes are catalysts that help break bonds that hold foods together. Enzymes break down food throughout the gastrointestinal (GI) tract. When there is a deficiency of enzymes, food is not broken down effectively and gets stuck in the large intestine, causing the uncomfortable symptoms of gas and bloating.

"Many people who have food intolerances don't have enough enzymes to digest certain foods," says Dr. Murray. "Bacteria in the colon eat up undigested food like candy and multiply, and when they multiply, they produce a lot of gas, and the digestive process is thrown all out of whack."

### HOW ENZYMES CAN HELP PREVENT OCCASIONAL BLOATING AND GAS?

Since a main cause of occasional bloating and gas is due to a deficiency in enzymes, the best way to prevent these symptoms naturally is by taking an enzyme supplement before eating your meal.



"Proper breakdown of every component of your meal not only means fewer digestive problems, it also results in improved absorption of the nutrients in your food, which leads to improved energy and overall vitality," says Dr. Murray. "This improved digestion eliminates occasional gas and bloating before they begin."

One important point to consider is to slow down while eating. Dr. Murray explains that there are two types of digestion: mechanical (such as chewing food in the mouth and churning food in the stomach) and chemical (such as enzymes breaking down food into smaller molecules).

When we eat our food slowly, the chewing breaks down our food into smaller, more-digestible molecules. Also, there is the enzyme amylase in the saliva, so the longer you chew, the longer you expose the food to this enzyme.





## FEATURE| NHP

NATREN®

www.natren.ca

## PRECISION PROBIOTICS

### THE AUTHENTIC PROBIOTIC EXPERIENCE

On January 30, 2020, the Director-General of the World Health Organization (WHO) sounded the highest level of alarm when he declared the novel coronavirus outbreak a public health emergency of international concern (PHEIC). Welcome to the COVID-19 pandemic caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2).

Our world changed. And lives changed if you, a loved one or someone you knew tested positive or showed symptoms of COVID-19. Welcome to our new normal of quarantine, social distancing, masks, frequent hand-washing and hand sanitizers. We now live in unprecedented times.

Probiotics help us when used daily because they deliver the authentic probiotic experience - enjoyed for centuries in ancient cultures and currently documented in the scientific literature. Precision probiotics work because they:

- Temporarily modify the composition and function of the trillions of invisible microbes in the human large and small intestine;
- Enhance intestinal barrier integrity
- Increase colonization resistance, and
- Produce organic acids, antimicrobial compounds and neurochemicals.<sup>1</sup>

Let's define some terms first before we continue. The Food and Agricultural Organization of the United Nations (FAO) and the WHO define probiotics as "a live microorganisms which when administered in adequate amounts confer a health benefit on the host." And, the Merriam-Webster Dictionary Online defines precision as "done in a very careful and exact way." Precision is always used before a noun.

### AREN'T ALL PROBIOTICS PRECISION PROBIOTICS?

The short answer -- NO.



### SO WHY AREN'T ALL PROBIOTIC PRODUCTS PRECISION PROBIOTICS?

Because precision probiotics must have ALL of the following characteristics:

1. **Research-Proven:** the use of "super strains" proven safe and effective in human clinical trials;
2. **Microbiologically Pure:** certified free of impurities such as gluten, dairy, soy, fructooligosaccharides (FOS), genetically-modified organisms (GMO), yeast, and soil-based organisms;
3. **Effective:** finished products contain both the potent probiotic bacteria AND their even more potent growth medium (known as the intrinsic supernatant when growth comes from the bacteria contained within it);
4. **Cell potency Guarantee:** for each strain of probiotic microorganism used - a very difficult task when multiple strains of probiotics from the same genus get mixed up in the same bottle;
5. **Premium Packaging:** glass bottles with metal lids, nitrogen-flushing and low-temperature safety sealing technology.

Natren® Inc. has manufactured precision probiotics in their own facility since 1984 (International Current Good Manufacturing Practices (cGMP) certified). Precision probiotics is their passion and it's all they do.

A single probiotic strain in a bottle. It's pure. It's simple. It's powerful. Made with purpose and passion in small batches. This is the essence of precision probiotics. The real, authentic probiotic experience. And it's what we need in this 21st century to rebuild and protect our health.

Reference:

1. <https://www.nature.com/articles/s41575-019-0173-3>



A photograph of a woman with blonde hair tied back, wearing a red cap and athletic gear, sitting on a large rock with her dog. They are looking out over a body of water at a sunset or sunrise. The sky is filled with warm orange and yellow hues.

**LIVE PAIN FREE**

**SierraSil®** | SIERRASIL.COM | [f](#) [i](#) [t](#)

**SierraSil Joint Formula Curcumin**  
with Meriva®  
Joint pain relief  
Soulagement de la douleur articulaire & inflammation  
90 CAPSULES NPN 8003508

**SierraSil Joint Formula**  
Joint pain relief  
Soulagement des douleurs articulaires  
180 CAPSULES NPN 8003505

**SierraSil Pain Relief Topical Spray**  
Temporarily relieves minor aches and pains  
1 FL. Oz/30 ml NPN 8008979

**SierraSil Pain Relief Topical Spray**  
Temporarily relieves minor aches and pains  
1 FL. Oz/30 ml NPN 8008978

**SierraSil Leaps and Bounds Chicken Flavoured Soft Chews**  
100 BITE SIZE CHWS/BISCUITS  
For Dogs Pour Chiens  
Supports Healthy Joints and Flexibility  
Santa Anselme et Flexibleité  
ALL NATURAL TOUT NATUREL  
GLUTEN FREE SANS GLUTÉEN  
SOY FREE SANS SOJA  
Veterinary Health Product / Produit de santé animale