

3
YEARS

INVESTING IN
RELATIONSHIPS

ecotrends

Dedicated to our people, principles, and planet.

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NEW LINE | NHP

BAZZZICS™
holizen.com/collections/bazzzics

A NEW GENERATION OF SLEEP AIDS, IN SYNC WITH YOUR SLEEP



Bazzzics™ is a new line of natural sleep aids made by Holizen, a trusted name in natural health products for close to 20 years. It offers an innovative solution to different sleeping issues. Available in three unique formulas made from relaxing sedative plant extracts, each product can be used alone or combined to address your specific sleeping needs.

Bazzzics™ Pre-Sleep Serenity

Help the day drift away so that you can too. Bazzzics™ Pre-Sleep Serenity uses concentrated extracts from lemon balm, Scutellaria, and passionflower to help quiet your mind, calm your body, and soothe your soul while promoting natural sleep as you prepare for bed. Bazzzics™ Pre-Sleep Serenity has a unique formula designed to help improve and reverse depressive states. Therefore, it is ideal for use during periods of mental stress to help regain peace of mind. Its serene and sedative effects are normally felt within 30 minutes.

Bazzzics™ Fall Asleep

Better sleep begins by falling asleep. Bazzzics™ Fall Asleep uses concentrated

extracts from Scutellaria and California Poppy to help you better start your sleep process. Its calming and sedative effect is typically felt within 30 minutes, as its formula helps to relieve pain and calm a restless nervous system.

Bazzzics™ Stay Asleep

Whatever it is can wait until morning. Bazzzics™ Stay Asleep uses concentrated extracts from passionflower, lemon balm, and California poppy to help induce relaxation and enable a longer sleep without leaving you feeling foggy in the morning. This product can be used as a sleep aid during periods of mental stress. Its effects are generally felt within 30 minutes and sustained throughout the night.

Bazzzics™ sleep products are an effective alternative to more conventional solutions such as melatonin. Furthermore, they are sold in eco-friendly compostable pouches. Find the Bazzzics™ that's right for you and finally get the sleep you need!





LINE EXTENSION | COSMETICS
HERE WE FLO
hereweflo.co/

FLO! SHAMELESSLY NATURAL PERIOD CARE



The women-founded brand, launched by university best friends Tara Chandra and Susan Allen (the babes in the middle), is bringing us another reason to feel excited (well, as excited as we can be) about periods!

Here We Flo brings a fresh, fun, and cheeky approach to menstruation through vibrant design and empowering feminist messaging. Their mission is to break down the stigmas around periods by adding a touch of colour, confidence and kindness to life's messiest moments.

To fulfil their mission, the UK-based start-up puts together period care and sensitive bladder care products that are as comfortable, eco-friendly, and fun as possible. Resonating with a generation of people who make informed choices about the products they buy, FLO period care is all about organic and natural ingredients and materials. They've got your back, but they also give back; 5% of Here We Flo profits go to charities, supporting the education and economic empowerment of girls, women, and marginalized communities in need.



NEW! The Here We Flo team is excited to welcome new addition to their period care family: the FLO Bamboo Pads range extension!

FLO took all the goodness in their organic bamboo pads and expanded it into a range extension that has your back through any type of menstrual flow. The new line features a pack of 16 'Day' pads (240mm long), 14 'Night' pads (280mm long) and 10 'Ultra-Long' pads (305mm long).

FLO Bamboo Pads and Bamboo Liners are made of super-soft, 100% organic Oeko-Tex bamboo. The products feature compostable, plant-based and plastic-free wrappers. Plus, the inspiration for the FLO packaging is something as natural as periods themselves – the cravings we have for sweets when we're menstruating, as well as the conviction that periods are nothing to be ashamed of!



NEW LINE | NHP
NOVOTREND
novotrend.ca



MANAGE INFLAMMATION, JOINT PAIN, AND DISCOMFORT WITH NOVOCURCUMIN BIOBDMC30™



NovoCurcumin BioBDMC30™ research-supported, patented technology delivers an exceptionally high concentration – 30% – of bisdemethoxycurcumin (BDMC). This product is developed with unique technology, which differentiates it significantly from regular curcumin 95%. It helps manage inflammation and joint pain, as well as supporting recovery from day-to-day workouts or injuries.

This highly potent anti-inflammatory offers 60x more BDMC than most products by providing immense joint pain relief and more rapid recovery from inflammation caused by injuries and exercise. A recent discovery made in a Canadian laboratory after more than a decade of research exhibits a profound antioxidant potential, bringing the ORAC value for NovoCurcumin BioBDMC30™ to an unprecedented 1,130,000 mM/TE per 600 mg.

For the first time, Cavaleri's research shows how the modified curcumin extracts target and neutralize an essential protein in the regulation of inflammation. The modification also significantly enhances the anti-inflammatory properties of curcumin. This genomic and proteomic research model has shed light on the activity of other curcuminoids in connection with other important drug targets.

Research shows that BDMC targets inflammation in a novel way by inhibiting MSK1, an activation protein that turns on the production of inflammatory cytokines. On the other hand, regular curcumin simply cannot neutralize this protein. Instead of trace levels of BDMC, usually between 0.5% and 1.5%, in standard curcumin, 30% BDMC has been provided, which has dramatically enhanced anti-inflammatory relief. Regular curcumin 95% can slow down NF-kB transcription protein activity, but it cannot inhibit MSK1.

This new curcumin research has demonstrated an effective modulation of survival proteins in difficult-to-treat diseases. Regular curcumin inhibits only one prominent inflammatory protein of the two inflammatory proteins NovoCurcumin BioBDMC30™ neutralizes. BDMC engineering is also revealing a faster symptom resolution time in cases of dysregulated inflammation and joint pain when compared to typical curcumin.

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- https://journals.lww.com/progressmed/Fulltext/2019/08000/the_3_curcuminoid_analogs_comprising_the_curcumin.1.aspx



Sweetness you can live with
 Great taste you can't live without

MONK FRUIT PLUS ORGANIC ERYTHRITOL

This proprietary blend of Monk Fruit and Erythritol is a natural source sweetener, a perfect replacement for sugar. Monk fruit, or Luo Han Guo, two hundred times sweeter than sugar, is commonly found in Southeast Asia where it has been used as a sweetener for generations. Erythritol is a naturally occurring sugar alcohol derived from fruits and plants. Their combination produces a well-balanced, delicious, and naturally sourced sweetener with absolutely no calories.



SPRINKLES

CraveSteviaTM Sprinkles are all-natural, gluten-free, plant-based, and made with no added sugar. Sweetened with Erythritol and Stevia, these Sprinkles will add that extra flair to your baked goods, brownies, ice cream, yogurt, and so much more, and with no artificial chemicals or food colourings.

Available in Chocolate and Multi-Coloured.

CHOCOLATE BARS

All our chocolate bars are 100% natural and totally free of preservatives, artificial colourings, flavours, and contain no hydrogenated, vegetable or tropical fats. With no sugar added, these sweet treats can be your guiltless pleasure. We are committed to sourcing out the freshest ingredients including the finest cocoa. Your taste buds will appreciate the rich taste and quality, without compromise.

Available in Dark, Mint, and Sea Salt flavour.



TĒONAN

COMING SOON | GROCERY

TĒONAN
ca.teonan.com

FUNCTIONAL MUSHROOMS NEVER TASTED SO GOOD!

TĒONAN, your healthy and delicious beverage option for anyone looking to reap the benefits of functional mushrooms and incorporate them into their daily routine.

Functional mushrooms are quickly becoming one of the biggest trends in the wellness market but have actually been used for millennia. Long considered a staple in many cultures, functional mushrooms are packed with nutrients that contribute to overall wellness. Not until recently have there been an increase in their relevance and popularity. Functional mushrooms are naturally bitter. However, it can be challenging to find a way to consume them in large quantities. How can mushrooms be both nutritious and delicious? This question was the inspiration for TĒONAN.

Moved by the legacy and efficacy of functional mushrooms, TĒONAN was founded in Montreal back in 2018. Their goal is to create a functional mushroom product that people would actually want to take. They aim to provide people with a healthy beverage while still providing all the benefits of mushrooms by making them delicious and nutritious!

Gathering some of the best ethically sourced and organic ingredients from around the world, TĒONAN offers a wide variety of unique beverage mixes, all with the benefits

of functional mushrooms. They offer four main flavours: coffee, hot chocolate cacao, matcha latte, and cafe latte. There is something for everyone in the TĒONAN line.

True to its core benefits, each of the TĒONAN mixes contains a blend of 6 functional mushrooms with multiple health benefits. Their use of concentrated functional mushroom extracts allows them to focus on taste while producing beverage mixes that contain the equivalence of 2,000mg of dried mushrooms! This is what sets them apart from their competitors.

Not only do they taste great, but TĒONAN drinks are also easy to make and cost-effective, making functional mushrooms accessible for more people. TĒONAN believes that health and functional mushrooms should be bare necessities and accessible to everyone.

Make your beverages functional and make your choice with TĒONAN!

Sources:

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BETTERYOU® ORAL SPRAYS – THE FUTURE OF NUTRITIONAL SUPPLEMENTATION



BetterYou® is a multi-award-winning dietary supplement brand, which owns the No More Pills trademark. Since 2006, BetterYou® has been specializing in effective alternative delivery mechanisms to traditional tablets and capsules for the growing number of people who struggle to take multiple tablets.

Did you know?

- 40% of adults in the US are affected by digestive illness, the world's fastest-growing health problem.⁽¹⁾ Digestive issues dramatically reduce the effect of tablets.
- Harris International reported 40% of Americans preferred not to take tablets.⁽²⁾

BetterYou® is the global market leader in oral nutritional sprays

BetterYou® pioneered the concept of oral spray delivery, proving the soft, absorbent tissue within the mouth provides excellent access to a rich vein system. The spray enables superior active absorption into the bloodstream.

Practical absorption benefits in three primary ways:

1. From a highly bioavailable liquid formulation
2. Ensuring a higher than usual absorption directly into the bloodstream.
3. Better consumer compliance due to ease, convenience and excellent taste profiles.

Independent absorption testing

All BetterYou® products are tested for absorption by Dr. Charles Heard, his pharmacy, the pharmacology team at Cardiff University, and the subject of independent trials worldwide. Absorption in this way has been shown to be up to twice as effective as tablets or capsules.⁽³⁾

All this while causing the least harm to the planet

- All our packaging is recyclable and made from carbon-negative, plant-based plastic or PCR ocean waste plastic.
- In 2020, BetterYou® sales helped to remove 41 metric tonnes of waste plastic from the ocean through their work with the ReSea project.
- Palm oil abuse is the primary contributor to catastrophic deforestation in Borneo. BetterYou has always been and always will be 100% Palm Oil Free.



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SUPPORTING YOUR IMMUNITY THROUGH YOUR GUT MICROBIOME

70% of your Immune System is found in your gut.

Research from Harvard Medical School shows that the various microbes (bacteria, viruses, and other micro-organisms) in our gut have their genes that create proteins.⁽¹⁾ Microbes have more than 100 times as many genes as we have human genes. All their genes, taken as a group, are called our microbiome. These microbe-producing proteins are carried in the bloodstream and affect every other organ in our bodies.

In humans, the gut microbiome has the most significant number of bacteria and the greatest number of species compared to other body areas. 60-80 percent of white blood cells originate in the gut microbiome. What this means is that a balanced gut microbiome can help maintain the health of the immune system.⁽²⁾

A healthy gut microbiome acts as the first line of defence against ingested pathogens. It does this by competing against pathogens for nutrients and secreting antimicrobial compounds. These actions support your immune system by making it difficult for pathogens to colonize.

The gut microbiome functions like a car engine. When the engine is well-tuned, it uses fuel more efficiently. Just like gas in a car, food is the body's fuel. When our gut microbiome functions optimally, it utilizes the food more efficiently, and our entire body functions better.

Our gut microbiome is influenced by the food we eat and how well our digestive system is working. For example, when we don't have enough enzymes to break down the protein in a large steak, undigested food molecules get stuck in the colon and become fodder for bacterial growth. Multiplying bacteria cause bloating and gas and throw the microbiome out of balance.

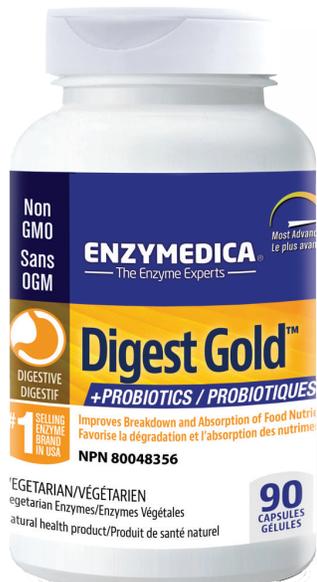
When the microbiome is out of balance, it affects multiple systems in the body, such as energy levels, the immune system, cardiovascular health, mood, and brain health.

You can improve your gut microbiome by supporting your digestion.

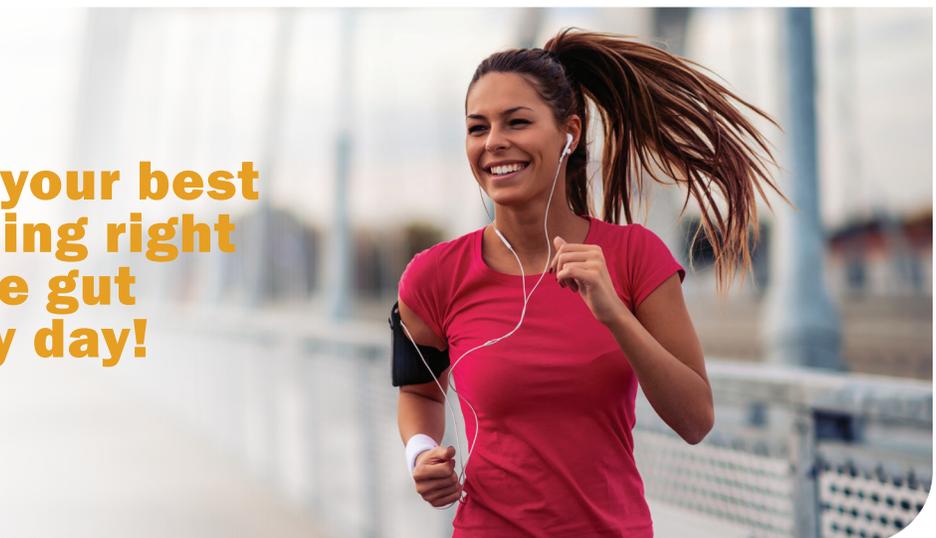
With a 2-in-1 formula including all the benefits of Digest Gold™ and probiotics, it's easy to get your gut back on track. It contains the most potent digestive enzymes formula on the market to boost digestion and a daily dose of guaranteed 1.5 billion clinically proven probiotic cultures to support regularity and bring balance back to the gut.

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**Feel your best
starting right
at the gut
every day!**





LINE EXTENSION | NHP
PROVITA™
provita.ca

NEW PROVITA™ PRODUCTS FOR OVERALL HEALTH!

Ellagic Acid Forte for improved overall health and aging.



Ellagic acid is a super antioxidant isolated from Pomegranate, a superfood. Through its antioxidant power, Ellagic acid acts as a detoxifier by binding to toxins and assisting hepatic detoxification phases I and II, and eliciting hepatoprotective properties (Gurbet Celik et al. 2013). More recently, it was found that the gut bacteria metabolize ellagic acid resulting in the production of bioactive urolithins A, B, C, and D. Urolithin A is the most active and effective gut metabolite. Models consistently show that Urolithin A increases mitophagy and mitochondrial function with very beneficial outcomes in elderly people protecting against aging and age-related conditions affecting muscle, brain, joints, and other organs (Inhae Kang 2016, Shaqiu Zhang 2019; Juan Carlos Espin 2013)

Magnesium Threonate (Synergy) for improved brain function.



Magnesium is a very important mineral with a multitude of roles in the human body, such as nerve transmission and neuromuscular conduction (Anna E. Kirkland 2018). One major problem is that currently used forms of magnesium can hardly cross the blood brain barrier. It was found that only Magnesium Threonate can significantly cross the barrier and reach the brain. In young and aged rats, Magnesium Threonate enhanced spatial and associative memory (Inna Slutsky 2010). Clinical research found that Magnesium Threonate can help alleviate cognitive impairment in older adults (Guosong Liu 2016, Tonita E. Woolie 2017). Glutamic acid was associated synergistically since it is a known excitatory neurotransmitter that plays a significant role in cognitive behavior (Vogel W. Broverman 1966)

Varitone (L-Vtonic) for venous and lymphatic flow.

Veins return blood to the heart from all the organs of the body. The lymphatic vessels are similar to the veins and

capillaries of the circulatory system. The two systems influence each other. According to Dr. Wade Farrow, there is an intrinsic correlation between poor venous circulation and lymphedema. Improving venous flow will also promote lymphatic drainage (Wade Farrow 2010). Varitone is a unique, highly effective, synergistic and complementary formulation intended to improve venous blood circulation in chronic venous insufficiency, offer symptomatic relief from varicose veins (Health Canada Monograph- Horse Chestnut) and thus, indirectly help to support lymphatic kinetics. For example, the combination Butcher's Broom and Selenium helps improve lipedema (Nourollahi 2013) while the combination of Horse Chestnut and Butcher's Broom helps improve lymphatic drainage (Janelle Wheat 2009). According to The German E Commission, Sweet Clover is recommended for thrombophlebitis, hemorrhoids, and lymphatic congestion (The Complete German Commission E Monographs 1998). Varitone combines herbs such as Butcher's broom, Sweet clover, Horse chestnut, Chinese rhubarb, and Prunella with Hesperidin and Selenium (EMA Community Monograph Rheum, European Union Herbal Monograph *Ruscus aculeatus*; EMA Assessment report on *Melilotus officinalis*). This herbal combination will also help to alleviate hemorrhoids (Health Canada Monograph- Horse Chestnut)



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LINE EXTENSION | COSMETICS

DOM's Organic
domsdeodorant.com

GOOD FOR THE BODY AND THE PLANET

DOM'S takes natural a step further by choosing simple, organic, and plant-based ingredients that are sustainably and ethically sourced, most of which are even edible.

DOM'S deodorant is not an antiperspirant. Your body sweats to get rid of chemicals/toxins through your pores and to regulate internal temperature. Commercial antiperspirants contain aluminum salts that plug your sweat gland ducts and create a chemical blockade to moisture escaping. Synthetic fragrances and other chemicals mask or eliminate the odour. Imagine what effects this artificial chemical exposure has on the body over a lifetime of use.

Dom's deodorant is conscious of what is in their products and how they package them. Their cream-based deodorant jars are 100% plastic-free and reusable, with bamboo lids and lightweight glass. We also offer deodorant sticks that are in 100% recyclable paper tubes! With virtually NO WASTE, our company strives to minimize the negative impact on the environment.

One application a day will keep you fresh, even through the most intense workouts. The natural ingredients in Dom's effectively inhibit odour while nurturing your skin. Made with plant-based powders (arrowroot, magnesium, and baking soda) instead of aluminum, it keeps you fresh and glides on smoothly (thanks to coconut oil, cocoa butter, vitamin E, and shea butter).

CREAM DEODORANTS

FRESH: A blend of Lemongrass, Cedar, and tea tree to keep you smelling fresh all day.

CALM: The calming scent of fresh-cut lavender with a hint of rosemary.

BRIGHT: Stay bright with our citrus scent. Notes of lemon, grapefruit, and sweet oranges.

NUDE: Smell like you with our unscented deodorant.

BOLD: A woody blend of frankincense and fir that will remind you of the great outdoors.

CLEAR: With bergamot, geranium, ylang-ylang, and a hint of rosemary. This is a refreshing spa-like scent.

STICK DEODORANTS

Black Pepper/Lime: A strong lime scent with a hint of black pepper. This scent is sweet and fruity with a spicy undertone.

Vanilla/Mint: This is a sweet and fresh scent.





LINE EXTENSION | NHP
SIERRASIL®
sierrasil.com



SIERRASIL®'S JOINT FORMULA CURCUMIN3

Looking for ways to live an increasingly active and pain-free life? Consider trying SierraSil®'s Joint Formula Curcumin3, which is now available in 180 capsule bottles. SierraSil's extensive research in human clinical trials for safety and effectiveness, as well as their personal clinical results, have consistently earned their confidence. The research shows (J Inflamm (Lond). 2005;2:11) that the patented mineral complex from the Sierra mountains reduces chronic inflammation and pain.

Joint Formula Curcumin3 combines a ½ dose of the aforementioned SierraSil® mineral complex with Meriva Curcumin at a clinical dose to provide strong anti-inflammatory and antioxidant properties for the maintenance of good health. Mined in the Sierra Mountains, SierraSil®'s naturally-occurring hydrothermal mineral complex supports a healthy inflammatory response, gently detoxifies, and improves physical function. Curcumin (which references curcuminoids) is the natural active ingredient in the rhizome root of the spice turmeric, and that has a higher analgesic effect than acetaminophen. SierraSil®'s Joint Formula Curcumin3 is an all-natural supplement that is easy on the digestive system.

Curcumin is only found in small quantities in the turmeric root, which is why supplements with high purity and natural absorption-boosting aids are helpful. Respiratory problems can also be exasperated by inflammation that constricts the airway and makes breathing more difficult. Since chronic inflammation can lead to lung damage, Joint Formula Curcumin3 works to ease inflammation and the associated pain, which in turn can also promote better breathing.

SierraSil®'s products' mechanisms of action provide certainty that the products work for most people who try. SierraSil® is confident in the efficacy of their products and guarantees customer satisfaction with their 14-day money-back guarantee. Try the new two-month supply of Joint Formula Curcumin3 (180 capsules) today; ask your local rep for details! All SierraSil® products are vegetarian-, vegan- and celiac-friendly and are suitable for most dietary needs, including those of athletes. Whether it's reducing knee pain, or managing achy fingers and wrists, the SierraSil mineral complex helps alleviate arthritic symptoms and allows users to live a healthier and more active life!

PMID: 16242032 PMID: PMC1276811. Journal of Inflammation.

- ✓ Reduces acute joint pain
- ✓ Easy on the stomach
- ✓ Calms inflammation
- ✓ Healthy antioxidants
- ✓ Meriva curcumin, the most research branded curcumin available



Feel better naturally with SierraSil®

WHOLEFOOD SUPERFOOD!



All pictures shown are for illustration purpose only. Actual product may vary.

As we begin to heal as a community from a challenging year due to the Covid outbreak, the emphasis on health and nutrition is now more prominent than ever.

Today consumers are not only concerned about their health but also that of the planet. There is an increased need for healthy food products that taste delicious, functional, and good for both the consumers and the environment as a whole.

EatGoodFeelGood has created a delicious Protein Smoothie and Hot Chocolate line infused with 11 superfoods that enhance flavour. They are packed with antioxidants, good fats, fibre, and immune-boosting properties.

Some essential ingredients in their Superfood Smoothie are the MCT coconut oil powder, Açai Berry, the Reishi mushroom, and watermelon seed protein powder. This product is well-loved because it burns fat and satiates

the appetite. Everyone can now enjoy a product that is both healthy and delicious.

EatGoodFeelGood’s mission is to introduce new ingredients and flavours to consumers to motivate them to try new products that are good for them.

In addition, their compostable packaging maintains a 2-year shelf life due to the new advanced technology.

What inspires them to create more vegan products is the knowledge that if the world were to all become vegan, this planet would be able to house eight times more humans. Just more people to LOVE!

Things are getting better and better for our health and the planet. Though progress may seem slow, we are always moving forward, and that is one of the most beautiful parts of life.



**ECOFRIENDLY
 PACKAGING**



USDA ORGANIC



GLUTEN FREE

NORDIC  NATURALS®

Seasonal Support for Lifelong Health



nordicnaturals.ca