



ecotrends

For equality, sustainability, love and care for the planet

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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

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Peter Lamas

INTERVIEW WITH PETER LAMAS

YOUR BACKGROUND IS IN TRADITIONAL, MAINSTREAM HAIR STYLING. HOW DID YOU MAKE THE DECISION TO FOCUS YOUR HAIR CARE ON NATURAL INGREDIENTS?

As I gained more experience in my career I began learning the chemistry behind the products I was using and recommending to my clients. I learned about the hundreds of concerning hazardous chemicals found in personal care products. I also learned these companies have carte blanche to use any ingredients or raw material without government review or approval. The beauty personal care industry is highly unregulated.

Early on I began with my team of Chemists to look into formulating more healthy and responsible products that were safe to use while providing maximum benefits. At the time, consumers were not as attentive to the importance of healthy products as they are today.

I would like to have our brand to be known as having a conscience for the welfare of its consumers and the environment.

FEATURE | COSMETICS

PETER LAMAS

www.peterlamas.com



WHAT ARE SOME OF YOUR FAVORITE INGREDIENTS THAT YOU USE IN YOUR PRODUCTS?

My personal favorite ingredients are our proprietary cocktail mix of antioxidants, our eastern herbal blend, fruit stem cells, hyaluronic acid, Bioton, Tricogen, and highly refined essential oils.

WHAT ARE THE MISTAKES YOU THINK PEOPLE MOST OFTEN MAKE WITH THEIR HAIR CARE ROUTINE?

Not hydrating the hair with a good conditioner. Skin and hair are the same, they need hydration, hydration, hydration.

Not taking preventative measures using topical scalp treatments to prevent hair loss. Today scalp care is the latest craze in the beauty industry and has been my main focus from the beginning in creating my product line. It's so important to start earlier rather than later in my opinion.

Not focusing on using hair care products that are formulated with natural ingredients, refined essential oils, antioxidants, and long lasting hydration.

WHY DID YOU CHOOSE ECOTREND AS A PARTNER?

There is a synergy with Ecotrend's philosophy and my company's philosophy of not compromising on the quality and integrity of the products offered. They are a powerful force!





A Pure Source of Marine Collagen...

The most abundant type of collagen in the human body is Type 1, which is also found in Marine Collagen. With the growing popularity of Marine Collagen, there is increasing awareness amongst discerning consumers who recognize that the source, purity, taste, solubility and bioavailability are all indicators of a high-quality effective collagen supplement. This is why people are experiencing the powerful benefits of Benesse Health's Pure Marine Collagen.



Benesse Health is a Canadian owned and operated company based out of North Vancouver, BC. Their mission is to provide the highest quality of 100% natural Marine Collagen on the market, while sourcing raw material exclusively from the North Atlantic Ocean where some of the most stringent sustainable fishing standards are enforced.

Pure Marine Collagen is a one-month supply of Marine Collagen peptides. There are no preservatives, artificial colours or any other types of fillers or additives. The collagen peptides are obtained from a single source: the skin of wild-caught cod from the North Atlantic and is third party certified by Marine Stewardship Council (MSC) to ensure sustainable fishing and ethical manufacturing. The purity of the product results in a natural supplement that dissolves rapidly in any liquid, creating a drink that is virtually odourless and tasteless.

Results have been reported to take effect between 15-30 days of daily use. These collagen peptides help reduce pain associated with osteoarthritis. Marine Collagen has also been clinically proven to help reduce wrinkles while assisting in improving moisture in skin, to help strengthen hair and nails, amongst other benefits such as supporting a healthy digestive and nervous system.



Sourced exclusively from North Atlantic, wild caught cod and third party certified to ensure sustainable and ethical fishing practices.



A PROUD CANADIAN COMPANY
www.benessehealth.com



NEW LINE | HOME

GREAT BEAR RAINFOREST OILS

www.greatbearessentialoils.ca

BRINGING US BACK TO OUR ROOTS

Great Bear Rainforest™ Essential Oils (GBREO) is an enterprise supported by the Coastal First Nations Great Bear Initiative — a non-profit society and alliance of eight Indigenous Nations on British Columbia's North and Central Coast and Haida Gwaii.

Great Bear Rainforest™ Essential Oils are carefully steam-distilled from fresh, sustainability harvested conifer needles gathered in the Great Bear Rainforest region. The production of these oils creates sustainable, long term employment for individuals within each of those communities.

The oils produced from the conifers within the Great Bear Rainforest are magical beyond words and offer spiritual significance with each drop. The Indigenous People who have resided within these territories for thousands of years have always prioritized the importance of sustainable practices. They are committed to take only what they need, and leave something behind as an appreciative gesture. The processes with which the oils are harvested also follow those traditions.

Traditionally Indigenous Peoples would have used more than 1000 different types of plants for medicine, culture, food, transportation and shelter. To this day, Indigenous Peoples utilize conifer oils in their daily lives for different purposes including making longhouses, canoes, clothing, and for medicinal uses.

Great Bear Rainforest™ Essential Oils have so much to offer, from elegance on the skin, tranquility in the home, to aiding in balancing the body with the oils' sacred energy. Fortunately for our consumers, we have two different bottle sizes, 5ml, 10ml and a gorgeous cedar gift box kit with three different oils.



It's not just Natural... It's Wild!



Traditionally gathered from deep in a remote, pristine forest, African Bronze is a full-flavoured, tropical, multi-floral honey, buting with the flavours and floral scents of the miombo forest. It is raw, unpasteurized and certified organic; full of antioxidants and rich in micro-nutrients.

It is harvested by traditional beekeepers in the pristine wilderness at the headwaters of the mighty Zambezi River, in a forest where the bees are wild and the honey is plentiful.

This is the way honey used to be.

*This honey is not just **natural**... it's **wild**!
... Just what your customers have been looking for!*

Our Products

- **Traditional Zambian Forest Honey** (500 g, 350 g or 50 g)
- **Julbernardia Blossom Honey** – a rare dry season honey (50 g)
- **Hot Honey** – Traditional Honey chili-infused (50 g)
- **Cinnamon & Honey** (50 g)
- **Shea Butter** (30 g)
- **Killer Bee Lip Balm**
- **Honey Drops** (30 g)





NEW LINE | **GROCERY**

PHOEAPOLIS ORGANICS

www.phoeapolisorganics.com



Fresh and Authentic Inside and Out

Our Olive Oil comes from olives handpicked in the age-old tradition along the Southern Mediterranean shores of Central Tunisia. Phoeapolis Organics Oil stands out for its unique delicate creamy flavor, its original aroma and its delicious mild peppery finish.

Phoeapolis Organics is among the leaders in the organic olive oil section at amazon.ca. Thanks to an abundance of sunshine and a Mediterranean coastline of more than 1000 km, our olives are harvested ripe and fresh for an oil that is perfectly authentic.

**Order yours today to receive
the New Harvest in time for the
Holiday Season!**





NEW LINE | HOME

TERRAWASH

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1,000,000
pcs!!**



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without
detergent!**



**Reusable
for
365 washes**

**Best in
odor removal
(Fragrance free)**

**Human & Earth
friendly
(Zero chemical)**

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Tens of Thousands of Canadians are benefiting from taking *Karen® Phytoplankton*

And health food stores are reporting healthy sales
with many repeat customers.

- Phytoplankton is the foundation of all nutrition.
- Full spectrum nutritional profile including all the trace elements.
- History making product reviews around pain relief, more energy, better sleep, muscle recovery.
- 100% money back guarantee to our wholesalers and retail customers.
- Athletes (professional and amateur) are reporting increased recovery times and much less inflammation.
- Grown sustainably from seed and is not taken from the ocean.



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thekarenproject.ca

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Supports digestion
and weight loss.



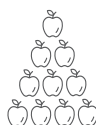
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Real Apples

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produced from 10 real apples.



Tested for toxic metals,
pesticides, antibiotic
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Start Smart



High-potency kids' fish oil helps support
cognitive health and brain function.

HYALOGIC HAS YOUR HYDRATING SKIN CARE REGIME FOR MORNING AND NIGHT

Hyalagic was the first to create a full line of Skin Care products using Hyaluronic Acid (HA). And don't let the word 'acid' fool you. This water-loving molecule is naturally found throughout your body to hydrate your skin, hair, eyes and joints. As you age, your body's natural levels of HA are depleting. Daily use of a skin care regime with HA will support your efforts to put the hydration back into your skin. A healthy diet, lots of water and Hyalagic products are ways to help keep your skin younger looking.

All of Hyalagic's Supplements and Skin Care products have Hyaluronic Acid. HA is known as 'nature's moisturizer.' Fifty percent of the HA found in your body is in your skin. Our products are designed to hydrate. Hydration should take place before a moisturizer is applied. A moisturizer protects hydrated skin. If your skin is not hydrated, there is nothing to protect! Hydrated skin is younger looking skin. Add Hyalagic's products to your daily Skin Care regime for hydrated, younger-looking skin.

5 STEPS FOR HYDRATED SKIN

- 01. HA Facial Cleanser**
Pour a small amount of HA Facial Cleanser into your dampened hands and wash away dirt, toxins and make-up. This paraben-free cleanser leaves your skin smooth and refreshed.
- 02. Rosewater Toner**
Close your eyes and spritz the Rosewater Toner on your face and neck. Breathe in the distilled rose petal fragrance while you soothe and hydrate your skin.
- 03. Pure HA Serum**
While your face is still moist with the toner, apply one pump the Pure HA Serum into your hands and apply to your face, neck and decollete. With continued use, the Pure HA Serum works with the moisture in your skin to support hydrated younger looking skin.

- 04. Collagen Triple Boost & Vitamin C Beauty Boost**
Use a targeted serum, such as the Collagen Triple Boost, this serum helps promote healthy skin collagen, elasticity and the appearance of firmer skin. Put one full pump in the palm of your hand and mix with a scoop of the Vitamin C Beauty Boost for the added antioxidant protection your skin needs.
- 05. HA Whole Body Liquid**
Complete the regime using the HA Whole Body Liquid supplement to support your skin from the inside out.



INTRODUCING



WILDLY ORGANIC™

by Wilderness Family Naturals

WILDERNESS FAMILY NATURALS IS CHANGING FOR THE BETTER - AND WE'RE EXCITED TO SHARE THE NEWS WITH OUR CUSTOMERS.

We're transitioning to a new name, Wildly Organic, with a new brand and packaging to match. Since our start in 2000, our focus has always been nutritious foods safely made for exceptional quality and taste. Our family-owned Minnesota roots remain as strong as ever. Now as Wildly Organic, we carry those commitments forward with renewed energy.

WHY THE CHANGE?

As the organic food industry grows, we have an opportunity to bring our expertise and products to more people and help to further the organic movement. We believe our brand evolution supports the heritage of our company while enhancing the organic promise of our products. Our updated look is meant to be as fresh as what's inside every one of our packages.

MORE HEALTHY IMPROVEMENTS

These changes are more than skin-deep. We've also enhanced our sourcing and quality control programs, and expanded our selection of Non-GMO and Fair Trade products. We will strengthen our focus on our core areas of expertise: the highest quality organic coconut-based products, cacao, and nuts. Our goal is to continue bringing you the nourishing foods you love - with an even better customer experience.





Mineralized Alkaline Water

PROUDLY INTRODUCING
THE FIRST EVER MADE IN CANADA
ALKALINE PITCHER – MINA SLIM



MAKES WATER ALKALINE



ADDS HEALTHY MINERALS: CALCIUM + MAGNESIUM



REDUCES UP TO 99% CHLORINE & LEAD



TASTES BETTER



**NEW
PRODUCTS!**



COLOUR OPTIONS ■ □



BETTER WATER, DONE NATURALLY

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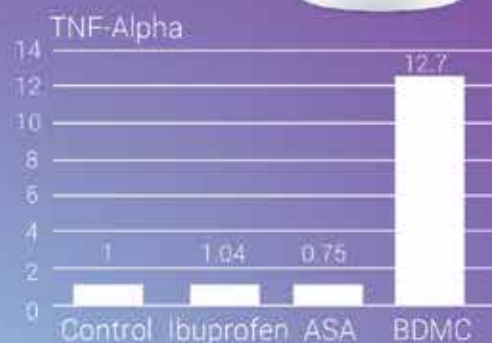
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NPN 80080464

* With Elevated Curcumin III

* Teneur supérieure en curcumine III

New Patented Anti-Inflammatory
Nouvellement breveté Anti-inflammatoire
Patent / Brevet: US 9,782,364 B1



60x

MORE BDM CURCUMIN III for superior anti-inflammatory benefits
PLUS DE CURCUMINE III BDM pour un effet anti inflammatoire supérieur

RESETBIO™

Learn more about the product at resetbio.com/product/curcumin-bdmc-90-v-caps/
Pour en savoir davantage sur BDM30MC, allez à : resetbio.com/curcumin-bdmc-90-v-caps



Booth #1026 - #1055

Get your passport!

Pick up or print your Ecotrend Passport for CHFA!

Get it stamped when you visit our exhibitor's booths, and if you get all the stamps, you will be entered to win a gift certificate, or gift basket!



You are invited!

February 21-24



2018 chfa east

2018 was a wonderful year of growth and innovation for us. A big thank you to everyone who visited us and our vendors at CHFA East in Toronto. We have some exciting steps forward in the works for 2019 and we are looking forward to sharing the next chapter with you!



CHFA Membership Lounge Sponsorship winner, Douglas McFarlane of Sequoia Whole Foods, Moncton, NB, shown together with our superstar Tracy at CHFA East 2018.



National Nutrition Awards: DōMatcha®, Best Tea / Nordic Naturals, Best Omega 3 / Enzynedica Best Digestive Supplement.

Ecotrend supported:



23 Suppliers



22 Booths



5 New lines introduced

Thank you !
to everyone who attended

 **Ecotrend**
ECOLOGICS



Ecotrend

ECOLOGICS

A CONSCIOUS COMPANY

Ecotrend Ecologics is celebrating 31 years of bringing leading natural health products to you.

Together with your support, Ecotrend Ecologics and our Suppliers are committed to growing social and environmental awareness.



OUR MISSION

To provide alternative health information and quality natural products, to help you make choices for a healthy life and a healthy planet.

OUR PLEDGE

Climate Smart Certified & Bullfrog Powered
We pledge to become a B-Corp in 2018.

OUR WORLD

We use sugar paper, starch popcorn, cloth towels and hand dryers in our corporate office instead of disposable tree and petroleum products.

We recycle virtually everything in our offices.

We aid three young women in Africa through Plan International and World Vision and protect our planet with WWF, David Suzuki Foundation, Ecojustice Canada, Western Canada Wilderness Society, PETA, International Fund for Animal Welfare, World Animal Protection ... and many more.



READ OUR SUPPLIERS' CONSCIOUS COMMITMENTS IN THE COMING MONTHS!

To learn more about Ecotrend Ecologics and our Suppliers
visit www.ecotrendsocialnews.ca