



ecotrends

For equality, sustainability, love and care for the planet

RETAIL in this issue

Motherlove	1
Natren	2
Mistik NEW	3
PilotsFriend	4
Sierrasil	5
Rumi	6
DōMatcha®	7
Ecolunchbox	8
Enviro Glass Straws	9
Enzymedica	10
Hair Essentials	11
Nodric Naturals	12



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Motherlove®

FEATURE | COSMETICS

MOTHERLOVE

www.motherlove.com

PAMPER A NEW MOM WITH MOTHERLOVE'S SITZ BATH SPRAY

Do you notice people coming into your store in search of a baby shower gift? There seems to be a never-ending list of items that a new mom needs – blankets, clothes, toys, furniture, and accessories. However, most of the typical baby shower gifts are for the new baby. But, what about the new mom – what does she need?

In our experience at Motherlove, we find that new moms often are not given the full picture of what pregnancy and labour can include. Few are willing to discuss haemorrhoids, sore perineal muscles, or tearing during childbirth, but they can all happen and it is best to be prepared! We often recommend Sitz Bath Spray as an effective and inexpensive gift for a new mom.



Sitz Bath Spray contains herbs known for their soothing properties—witch hazel, yarrow, and uva ursi – all working together to help slow bleeding after childbirth and relieve sore perineal muscles. In comparison to a traditional sitz bath, Motherlove's Sitz Bath Spray is a great option for a new mom who wants relief on-the-go by spritzing herself as often as desired. Or, for a soothing and cooling effect, she can spritz a pad with a little water and Sitz Bath Spray, put it in the fridge or freezer, and wear post-partum.

We hope this helps in suggesting a practical item to someone in search of a gift for a new mom!

FACTORY-FRESH PROBIOTICS EVERY TIME

We could talk about what goes into our probiotics—like carefully selected probiotic super strains and potent delivery systems. Or, we could talk about where we make our probiotics—our pharmaceutical grade manufacturing facility in Westlake Village, CA. Or, we could talk about what doesn't go into our probiotics—like gluten, dairy, soy, FOS, yeasts and soil-based organisms.

However, in this article, we're going to talk about the four methods we use to handle our probiotics so they arrive at our Authorized Distribution Partners, like Ecotrend Ecologics, alive, potent and ready to transform your patients:

1. Thermally-controlled factory storage
2. Protective packaging
3. Expedited transport, and
4. Point-of-sale refrigeration

THERMALLY-CONTROLLED FACTORY STORAGE

Make no mistake—all probiotic microorganisms are living bacteria. And, like most bacteria, they weaken or die with prolonged exposure to moisture, heat and ultraviolet (UV) light. That's why we store our probiotics in a temperature-controlled and humidity-controlled environment at our factory after we expertly manufacture them.

PROTECTIVE PACKAGING

We designed our superior packaging solution of dark glass bottles and metal lids to give our probiotics the ultimate protection.

DARK GLASS BOTTLES

Our recyclable, dark amber glass bottles give the finest protection against harmful UV light and moisture. Why glass and not plastic? Because we know glass bottles offers much better protection from moisture than plastic bottles since plastic bottles allow moisture and gases to seep in over time.

METAL LIDS

Our metal lids prevent damage from moisture—far better than plastic lids. And if that wasn't enough, we also shrink-wrap the entire bottle and lid with a plastic shield to protect against tampering. This safety seal guarantees that the Natren product you're about to dispense hasn't been tampered with in any way.



COLD TRANSPORT PACKAGES

We prepare our probiotics for shipping to distribution partners around the world by carefully placing the probiotic cases or bubble-wrapped single bottles into unique white shipping boxes filled with commercial grade ice gel packs. As a result, Natren probiotics remain cold during transport and arrive alive.



EXPEDITED TRANSPORT

Once we've packed the probiotics into the thermally controlled shipping boxes, the next step is transport. We only ship using two-day delivery options—after all, what's the point in taking great care to make and store our products, if they then spend five day getting tossed around the back of a warm trailer truck? We ship out Natren orders on Fridays and Ecotrend receives and refrigerates that same order on the following Monday.

POINT OF SALE REFRIGERATION

All our Authorized Distributors Partners around the world follow our Natren Refrigeration Policy. This policy requires distributors to transfer Natren products from their insulated transport boxes and place them directly in a cooler which maintains a constant temperature between 4°C - 7°C (34°F - 38°F) and never exposes the products to temperatures below freezing (0°C / 32°F).

NATREN: THE PROBIOTIC SPECIALIST AT YOUR SERVICE

Probiotics are all we do and we've been researching, formulating, manufacturing and shipping probiotics for over 35 years. We know how to make them, store them and get them to you alive and ready to transform your patients. We guarantee it.

DETOXIFY YOUR HAIR WITH MISTIK



Did you know that when you start using natural shampoos and conditioners, your hair will first go through a detox phase before showing great results? Mistik's founder, Jean-Eric Marie, is a chemist specialized in the chemistry of plant substances. This sub-discipline is a branch of science whose goal is to offer milder and non-toxic plant-based alternatives to petroleum-based substances found in various everyday products.

WHAT ARE THE EFFECTS OF THESE PETROCHEMICAL INGREDIENTS ON THE HAIR?

There are two main problems for hair and scalp that I can see with these ingredients:

1. The ones that are substantive, occlusive and with a weak biodegradability (silicones/siloxanes, polyquaterniums, acrylates) will latch permanently and even accumulate with time while blocking the pores of the scalp. The consequence of this is often a suffocation and weighing down of the hair.
2. The ones with high potential for irritation of the scalp (sulfates, sulfonates, sulfoacetates, methylisothiazolinone, cocamidopropyl betaine, cocamide DEA) which can result in a deterioration of the general health of the scalp, particularly for people with sensitive skin. This will in turn show through itchiness and dandruff due to dry scalp, loss of density, thinner and weaker hair.

WHICH NATURAL CLEANING INGREDIENTS REPLACE THE ONES FOUND IN ORDINARY SHAMPOOS?

We asked Jean-Éric to explain the detoxification process and the effects of 100% natural products on our hair: Which toxins and irritating ingredients are most commonly found in ordinary shampoos?

The most common ingredients in non-natural products that we have chosen to avoid in Mistik's products are: sulphur derivatives (sulfates, sulfonates, sulfoacetates), silicones and siloxanes, cocamidopropyl betaine, cocamide DEA, methylisothiazolinone, PEG, ethoxylated compounds (-eth), polyquaterniums, parabens, phenoxyethanol, acrylates, polysorbates and synthetic perfumes.

At Mistik, our star cleansing agent is yucca, which is the purest and oldest known form of natural shampoo. We compound its benefits with ingredients obtained by grafting plant oils with natural sugars or plant proteins, such as organic coconut oil and soybean oil with non-GMO corn sugars and gluten-free organic rice proteins. As a result, we have ingredients that are extremely gentle on the scalp and, due to their better biodegradability, don't accumulate on hair.





PILOTSFRIEND.CA
a friend you can always count on

ORGANIC FEEL-WELL TONIC

NATURAL ENERGY WITHOUT THE CRASH

THE BEST ALTERNATIVE to coffee, traditional energy drinks, and sugary snacks.

100% Natural Ingredients

We deliver the highest product quality, excellence and purity. That means we refuse monocultures, pesticides and genetic engineering in our blend of 14 herbal extracts and fruit juices.

Stimulant | Digestif | Restorative

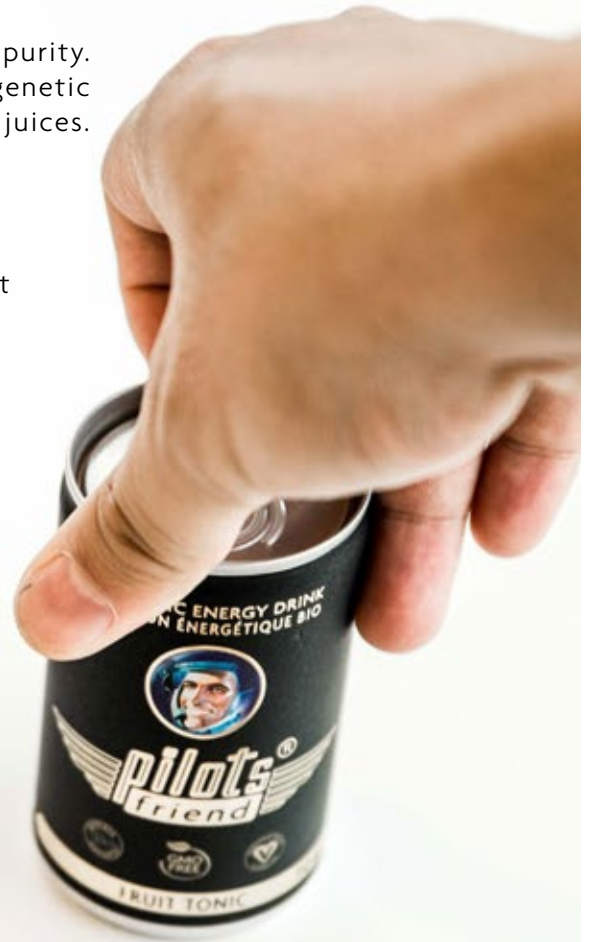
A refreshing addition to a decadent meal and the perfect prelude to a night out on the town

Naturally Occurring Caffeine

PilotsFriend uses guarana seed and cola nut extracts. It contains only 56mg of easily digestible caffeine. A slow and balanced release of caffeine helps you regenerate your energy naturally without the crash or jitters.

Combat Fatigue, Jetlag & Hangover

A balanced blend of caffeine and bitters, combined with anti-inflammatory effects, PilotsFriend will help you get back to your dynamic self after a long trip or night on the town.



AS SEEN ON CBC'S **DRAGONS' DEN**


CRAFTED IN ITALY
BY DOCTORS FOR PILOTS



#LIVECONSCIOUSLY #ELEVATEYOURSENSES

ELEVATE YOUR SENSES

PilotsFriend is the choice people like you make because you want to immerse yourself in everything life has to offer.



FEATURE | NHP

SIERRASIL

www.sierrasil.ca

QUIZ AND PRIZE TIME!

HERE'S A SHORT QUIZ THAT COMES WITH A PRIZE!

1. What is about 10 million years old but makes you feel about 10 years younger?
2. Which natural supplement is recommended by the Head of Rheumatology at Canada's largest medical school for many patients with Osteoarthritis and Rheumatoid Arthritis?
3. Which natural supplement is the choice of the heads of four natural product industry associations in North America?
4. Which natural product has been evaluated in three double blind, placebo controlled, cross-over studies in Canada?
5. What has earned two patents as a Nutritional Supplement for Osteoarthritis?

If SierraSil was your answer for all questions, you win! Just let your Ecotrend Representative/Customer Service team member know when you place your next order, and receive **one** complimentary bottle of your choice of either:*

- Joint Formula14 (90 caps)
- Joint Formula Curcumin (90 caps)
- Pain Relief Spray
- Leaps & Bounds

The good news is most consumers of SierraSil products win, as this geothermally altered volcanic mineral complex, sourced in the Sierra Mountains, offers tremendous side effect free efficacy to help people lead natural, healthy and more active lives.

SierraSil is happy to provide these updates:

- Well-known hockey analyst Ray Ferraro, with over 200,000 social media followers will be featured in new SierraSil ads. Ray is a long time SierraSil customer and it's our hope his message will drive stronger interest in trying SierraSil. SierraSil continues to invest in non-natural health media to grow your business, not simply slice your pie. Please consider ordering the trial size Joint Formula14 or Joint Formula Curcumin and help people new to your store or this brand, give SierraSil a try.
- The SierraSil team has been hard at work to make the amazing Pain Relief Spray even better with a tweaked formula, improved packaging and perhaps a lower SRP. The key product virtues will remain. 100% active ingredients (no fillers), all natural and very fast and lasting relief on those sore or aching muscle tissues. The further revised packaging will build on the improvements of 2018 and stand out even better on your store shelves.

So, did you get all the answers on the short quiz right? Don't forget to ask for your one free SierraSil product with your next order!

** To claim your prize call Ecotrend Customer Service, give them your answer, and your prize choice. One bottle per store, one time only. Contest valid from May 1st to May 31st 2019.*



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3-IN-1 SPLASH BOX

this 3 piece leak-proof modular set includes upstairs and downstairs levels plus a nesting container



NEW!



BLUE WATER BENTO LUNCH BAG

organic cotton, screen-printed lunchbag with velcro closure, featuring seahorses, whales, dolphins, octopuses, starfish and sea turtles



NEW!

BLUE WATER BENTO SEAL CUP CONTAINERS

plastic-free and leakproof, silicone lids feature ocean motifs



Seal Cup Mini

Seal Cup Small

Seal Cup Medium

Seal Cup Large

Seal Cup XL

IT'S CLEAR, GLASS STRAWS ARE THE FUTURE

In a market that has exploded recently with many different options for the reusable glass straws, Enviro Glass Straw is offering the highest quality, elegant glass drinking straw on the market. The owner and creator is a seasoned glass blower and used his experience to create a one of a kind product combining functionality with aesthetics and quality Canadian craftsmanship.

We start out with the world's highest quality raw borosilicate glass that is made in the Czech Republic by a family run business in their 175th year of operation. By using only the finest glass, our straws are one of the strongest you will encounter. Each is individually flame polished and sculpted leaving a mouth piece that is smooth on your lips. They are then kiln annealed for extra durability and strength making them a great choice for everyday use.



With clear glass, you can always see when your glass straw is clean and it is both microwavable and dishwasher safe.

We started making glass straws with the earth in mind and our products are no exception. While we like to say that if you treat your glass straw as you do your cookware, it will last you for life, you can take some comfort in knowing that we offer a five year warranty on craftsmanship and quality. If your straw breaks with normal use, we will replace it. Glass is a sustainable choice as it can be melted and reused again and again. All of our packaging is made with recycled plant products and we strive to make our footprint carbon neutral.



Drinking from a glass straw has many benefits. We only use clear glass that has no toxins and is a healthy choice for sipping. Coloured glass is not as durable and contains harmful chemicals to tint the glass and create the colours.

Plastic straws are still used around the world daily. In North America alone, 500 million straws are disposed of every single day. As the public become more aware of this environmental issue, the demand for beautiful, reusable products is in high demand and Canadian made glass is the preferred choice.



BRINGING YOUR CUSTOMERS TOGETHER WITH BETTER DIGESTION

Digestive health is more than about occasional gas, bloating or indigestion. It can define who we are.

When sociologists look at different cultures, food is often a central topic of discussion. Civilizations have risen and fallen over food – and even today, there is a clear and tangible link between food and the social groups that we connect most with.

When we spend time with friends, we often come together over food. We socialize at restaurants and coffee shops. We share what we ate for dinner last night with our co-workers. Our food is not only a pure and strong biological need, but also a force that brings us together.



At Enzymedica, one of our core missions is helping people better enjoy the foods they love. When someone experiences digestive issues, it can have a massive impact on how they go about their daily lives. For those with strong enough issues, it can cause them to avoid socializing, or at its best, feel a sense of anxiety or embarrassment when eating out. Could there be hidden gluten in my meal? Will I feel discomfort if I eat the piece of cheese on the charcuterie plate? Your customers have had these and similar concerns.



For digestive health consumers taking a supplement, there is one important consideration that often stands above the rest. Will this pill relieve my problems quickly? These consumers don't want to wait days or weeks for a product to “build up” in their system. They want results right away.

We believe that our consumers can tell the difference between our enzymes and other competing products. Why? Because Enzymedica only uses the highest quality enzymes on the planet, with no artificial fillers, flow agents, or excipients. We also lead the marketplace with complete blends that cover the entire pH range of the human body and we have been the driving force for innovation and research of supplemental enzymes. If you've never given us a try, we hope you would – we're certain that you'll feel the difference, too.





HAIR ESSENTIALS™

Renewed confidence + healthy hair starts here.



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Real Benefits. *Real Results.*

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NORDIC  NATURALS®

Gummy Goodness!



Delicious multivitamins packed
with essential nutrients kids need.

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