



# ecotrends

For equality, sustainability, love and care for the planet

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## NEW LINE | GROCERY

### BR NATURALS

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

## AN END TO THE SEARCH FOR ALL NATURAL COOKING OILS

While our tastes might be ever-changing as we grow and experience new places and flavours, what we remember from our childhood will always influence our choices.

Raised in a small coastal village in 1960s Slovenia, founder of BR Naturals Boris Novosel never forgot the incredible tastes of home-grown food. To this day, his mother still grows as much of her food as possible and even presses her own cooking oils.

A search for the same unparalleled quality of those home-made cooking oils away from home left Boris completely disappointed. All the market's current offerings tasted to Boris of artificial flavours, were riddled with unnecessary fillers, and simply couldn't compare to what he believed cooking oil should taste like.

Following in his mother's footsteps, Boris planted acres of moringa, chia, neem, lemongrass, limes, and more on the fertile lands of the Yucatán in México. He invested in only the best cold-press Italian equipment. And in 2012, the fruits of his efforts became BR Naturals, a way to bring 100% natural products to everyone.

Remaining true to Boris's vision of home-grown goodness, BR Naturals produces only organic, non-GMO oils and dry goods completely free of chemical fertilizers and harmful processing methods using heat or solvents. BR Naturals operates firmly on the belief that only pure, high-quality ingredients

create the healthiest and tastiest foods.

As you browse BR Natural's products, you'll notice the only thing that doesn't keep with a home-grown aesthetic is the packaging. In breaking away from traditional, old-world designs, BR Naturals is revolutionizing the idea of 'homemade' and making it clear that the same care, quality, and flavour of small-scale production is available to the everyday consumer. One of BR Naturals's major goals is to reach those who would normally consider healthy foods prohibitively expensive.

## EDIBLE OILS

Cold-processed, extra-virgin, and unrefined. Never anything added, never anything removed.

- Extra Virgin Avocado Oil
- Avocado Oil with Garlic
- Gourmet Avocado Oil
- Chia Seed Oil
- Safflower Seed Oil
- Sesame Seed Oil
- Premium Extra Virgin DOP Olive Oil
- Black Cumin Seed Oil
- Pumpkin Seed Oil
- Unrefined Coconut Oil
- Dry Products
- Organically grown and cold-milled.
- Cacao Butter
- Cacao Paste
- Cacao Powder
- Ground Chia Seed
- Ground Sesame Seed
- Moringa Powder



**HEALTHY OILS & SPECIALTY FOODS**  
COLD-PRESSED • EXTRA VIRGIN • UNREFINED • RAW



## LINE EXTENSION | GROCERY

RISHI TEA

www.rishi-tea.com

### NEW ABOUT RISHI!

RISHI is the vanguard source of direct trade organic tea and botanicals. Since 1997, we have travelled widely and nurtured relationships with growers in remote regions across the world. We are devoted to continual research and development alongside artisan farmers and specialist producers. This practice is the foundation of our next-level tea quality and blending innovations. By honouring the traditions of the world's heritage teas and sharing our passion for herbal and culinary arts, we aim to be a wellspring of inspiration for your tea life.

#### TURMERIC CHAI TEA BAGS

##### DESCRIPTION

This exquisite caffeine-free chai highlights the lovely golden colour and revitalizing pungency of turmeric in a seductive blend of roasted coconut, sumptuous vanilla bean, and creamy sarsaparilla root. Classic chai notes of exotic cardamom, zesty ginger, and spicy black pepper create irresistible depth. Turmeric Chai can be brewed like tea or used as a foundation for inventive chai recipes with nut milks, black tea, or even rosewater.

##### TASTING NOTES

An exquisite blend of revitalizing and pungent turmeric balanced with classic chai spices and enriched with roasted coconut, sumptuous vanilla bean, and creamy sarsaparilla root.

##### INGREDIENTS

Organic coconut, organic turmeric, organic ginger root, organic cardamom, organic cinnamon, organic sarsaparilla root, organic vanilla bean, organic black pepper, natural lychee flavour, natural rose extract

#### DANDELION DETOX TEA BAGS

##### DESCRIPTION

Dandelion Detox is a sophisticated mash-up of traditional Chinese slimming teas and detox herb tea blends from western herbalism. Fermented pu-erh tea and oolong tea are often enjoyed during or after dim sum in Hong Kong. In Chinese, these teas are said to “cut the grease” and help the body digest rich foods. Dandelion root is an herb that is traditionally known to support detoxification. Cinnamon energizes the blend, while a hint of citrus provides quenching replenishment to restore balance.

##### TASTING NOTES

Roasted dandelion root provides a bittersweet cacao profile, which is enriched with fermented pu-erh and oolong teas. Saigon cinnamon simmers with sweetness, while lemon provides cleansing balance. Finishes with uplifting hints of rose geranium.

##### INGREDIENTS

Organic roasted dandelion root, organic lemon pieces, organic lemon peel, organic pu-erh tea, organic oolong tea, organic cinnamon, organic ginger root, organic schizandra berries, essential geranium oil.

#### MATCHA GINGER BUZZ TEA BAGS

##### DESCRIPTION

This stimulating Matcha blend elevates the senses with a special combination of ingredients designed to activate the central nervous system. The rich L-theanine amino acid contents from Japanese Matcha and Sencha promote concentration, mental clarity, and focus. Ginger and yuzu citrus peel provide zesty, warming accents and integrate an amazingly fragrant and complex range of essential oils.

##### TASTING NOTES

This blend energizes deeply with uplifting Matcha green tea and a zesty buzz of ginger, with fragrant peaks of rosemary and yuzu citrus.

##### INGREDIENTS

Organic ginger root, organic green tea, organic quince, organic rosemary, organic yuzu peel, organic black pepper, essential grapefruit, ginger, coriander, and kaffir lime oils.

#### MASALA CHAI CONCENTRATE

##### DESCRIPTION & TASTING NOTES

An energizing and rich blend of fresh spices, slow brewed with a full-bodied organic wild-grown black tea. Simmer equal parts Masala Chai Concentrate with your milk of choice to create the perfect traditionally brewed Masala Chai. Enjoy an Iced Chai by pouring the mixture over ice for a refreshing Masala Chai Latte.

##### INGREDIENTS

An infusion of (filtered water, organic black tea, organic cinnamon, organic cardamom, organic ginger, organic black pepper, organic clove), organic evaporated cane juice, organic blackstrap molasses, and organic lemon juice.



The future is  
bamboo

## NEW LINE | HOME

THE FUTURE IS BAMBOO

www.thefutureisbamboo.com

### BILLIONS OF PLASTIC TOOTHBRUSHES END UP IN OUR OCEANS AND LANDFILLS

Billions of plastic toothbrushes end up in our oceans and landfills every year.

That's a BIG problem.

#### THE FUTURE IS BAMBOO!

Choosing a biodegradable and naturally antimicrobial bamboo toothbrush over a plastic one makes you part of the solution.

- BIODEGRADABLE
- ANTIMICROBIAL
- SOFT BPA-FREE BRISTLES
- PANDA SAFE
- VEGAN
- CRUELTY FREE
- SUSTAINABLE PACKAGING MADE WITH
- RECYCLED + RECYCLABLE MATERIAL

#### SPOT ON CHARCOAL

On a molecular level, charcoal is highly absorbent. We use high temperature and pressure technology to blend bamboo charcoal with TYNEX bristles. Using it regularly helps remove stains left behind from acids found in wine, tea and coffee. Helps whiten teeth, naturally.

A simple, kind and logical choice for the future of our Earth.



BLEU LIVING IS ABOUT OFFERING ECOLOGICAL HOUSEHOLD PRODUCTS  
MADE OF LAVENDER ESSENTIAL OIL.

Natural fragrance  
from essential oils

Made of plant-derived  
ingredients

No phosphates  
No MIT  
No dyes



WE BELIEVE IN OFFERING PRODUCTS THAT ARE EFFECTIVE AND AFFORDABLE FOR EVERYDAY LIFE.

NORDIC NATURALS®

#1 OMEGA-3 IN THE U.S.

# Childhood.

## WHEN GOOD NUTRITION REALLY COUNTS



nordicnaturals.ca

\*Based on SPINS data

Matrix  
AROMATHERAPY

LINE | HOME

MATRIX AROMATHERAPY

www.matrixaromatherapy.com

### INNOVATING AROMATHERAPY

At Matrix Aromatherapy, we strive to create new and exciting ways for you to experience your favourite essential oils. Whether you are an essential oil expert, or just starting out, it is our goal to help everyone unlock the true potential that aromatherapy has to offer.

This is why we introduced AromaLocket, the everyday essential oil diffuser necklace. Unlike traditional diffusers, AromaLocket doesn't require a power source, giving you the freedom to enjoy your favourite essential oil blends anywhere. We wanted to make sure that our diffuser necklaces could withstand day to day use, so we make all AromaLockets using surgical grade stainless steel. This steel is not only durable, but also nickel free so it won't cause the skin irritation that is common in some other jewellery products. AromaLocket uses replaceable felt pads to gradually diffuse sent throughout the day. When the scent wears off, simply replace the pad and add a few drops of oil. Whether you're using essential oils as a natural perfume, or for therapeutic benefits, AromaLocket will ensure look great while using them.

To help our retailers display their selection of AromaLocket necklaces, we provide several eye-catching displays that help maximize available shelf space. When placed near your selection of essential oils, AromaLocket becomes an excellent complementary product to help you sell more essential oil. AromaLocket's replaceable felt pads also provide a perfect opportunity for repeat sales to keep customers coming back.

To learn more about how AromaLocket can provide your customers with a new and exciting aromatherapy experience.



PROSPEK®

LINE REBRAND | HOME

PROSPEK

www.spektrumglasses.com

### SPEKTRUM IS NOW PROSPEK

When talking with our retailers the main theme that has arisen is our packaging needs improvement. Whether the issue was our product not presenting well on shelf, too easy to damage, not easily stackable, or just not visually appealing - there have been many comments on our original packaging. We have heard your feedback!

For the last 6 months at Spektrum we have been working hard to improve this. We now have new and improved packaging that addressed all your concerns as a retailer.

Now stackable, stylish and compact the new boxes are designed with YOU in mind. The packaging reflects the premium quality of our product, and make the consumer's first interaction a more positive one.

Accompanying this change is a new name, used to distinguish our blue light blocking glasses, **PROSPEK**.

Spektrum is looking to expand our product offering beyond blue light glasses, and when we do it will be easy for both customers and retailers to identify the different lines.

**PROSPEK** will be for our blue light blocking products, with more information about our other products to come.

We hope both of these changes will improve things for you and consumers, as well as help make Spektrum's products simpler and easier to sell.

We can't wait for you to get your hands on the new packaging and fall in love for yourself!





## PILOTSFRIEND

PilotsFriend's unique, complex flavour allows for it to mix well with almost any type of beverage. Sip it neat, on the rocks or add it to your most decadent concoction.

With PilotsFriend you can enjoy the look and feel of a beautiful and tasty drink without the need for alcohol.



## RISHI TEAS

Rishi Tea has a range of brewing tea and instant concentrates to help cool off your summer days.

Served over ice or blended with frozen fruit, Rishi tea offers more than your traditional cup and saucer.



# SUMMER DRINK REFRESHERS



## EARTH'S BOUNTY

Noni is a tropical fruit with many properties. It is found mainly in tropical Pacific islands, and has been used for centuries by native islanders as their most important health remedy. The prized Noni fruit contains beneficial enzymes, alkaloids and other compounds.



## BOLEMA

SMART LIME is unique natural lemonade made from fresh lemon and lime juice, containing powerful plant extracts to help improve your memory. Lemonade is that quintessential summertime drink, everyone loves to quench their thirst.

MACA SUTRA is an all-natural pineapple and coconut based drink, containing powerful botanical extracts that help support emotional aspects of sexual health. Think of a fresh tasting Pina Colada, but sexy!





# DōMatcha® Organic Tea



Enjoy as hot and iced tea



Award winning



Single teabag makes three cups of tea



High quality raw material



ORGANIC HOJICHA ORGANIC GENMAICHA ORGANIC SENCHA

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

Find "DoMatcha" on:



# Nellie's WOW MOP

LIGHTWEIGHT



RECHARGEABLE



CORDLESS



NEW!

Introducing Nellie's WOW Mop!

Featuring oscillating pads and a high-frequency motor, you can tackle dirt and stains completely and effortlessly.

The WOW Mop makes cleaning your floors SO easy, you might never want to stop!



Cleaning Pads

Nellie's WOW Wet Floor and WOW Dry Floor cleaning pads are eco-friendly, machine washable and reusable.



LINE EXTENSION | COSMETICS

DOM'S DEODORANT

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

## DOM'S DEODORANT IS EVEN BETTER NOW!

We've taken our super-effective, 100 % plant based formula and made it even better! The addition of organic cocoa butter and organic vegetable wax provides heat stability for mess-free, creamy application. We've lowered the baking soda content just enough and added dietary Magnesium in all the blends, to ensure effective odour protection while minimizing the chance of irritation. For those extra-sensitive to baking soda products, we have introduced a baking soda free blend that incorporates Magnesium, nourishing Neem Oil and Witch Hazel for irritation free superior odour protection.

Try our two new scents

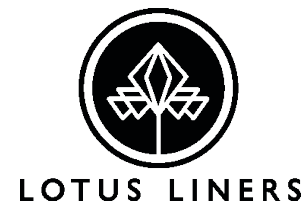
### FRANKINCENSE & FIR

What can be more fresh than the smell of walking through a West Coast Rainforest? Our new grey label blends organic essential oils of Frankincense, Fir, Black Spruce and Juniper to keep you fresh while respecting your body and the planet.

### BERGAMOT & GERANIUM

Though all of our blends have been reformulated for irritation free freshness, we've made our blue label blend especially for the most sensitive of underarms. It is baking soda free with the gorgeous scent of Bergamot, Geranium, Ylang ylang and Rosemary





## NEW LINE | COSMETICS

### LOTUS LINERS

www.lotusliners.com

## CHANGE THE WAY YOU FEEL ABOUT YOUR PERIOD

It is time to change the way you feel about your period. Lotus Liners gives you a happier, healthier experience every month when you enjoy the luxury and comfort of these amazing NEW washable liners. Good for all days of your period, slight incontinence and everyday freshness, Lotus Liners are improving your health, bettering the planet and adding savings in your pocketbook.

Toxins, chemicals, astringents and perfumes are found in many disposable pads, affecting women with fatigue, cramps, irritability and sometimes chronic infections. These unwanted chemicals have been linked to serious health concerns and infertility issues affecting women.<sup>1,2</sup>

Lotus Liners is changing all of this by offering the most comfortable, reliable, eco-friendly, WASHABLE liners in Canada. Our fabric is designed specifically for this use; with hypo-allergenic, anti-bacterial, odour-free and stain resistance built right in our fibres. We choose to be sanitary, with the highest standards of health and safety for our users, by using synthetic fibres over organic. Organic material adheres to other organic material, causing odour, discolouration, and an opportunity for bacteria to grow. Lotus Liners are made with the most advance fabric possible, eliminating any opportunity for contamination or bacteria to be against your skin. We also made it easier to clean, with all the contents being removed from a simple rinse, leaving your Lotus Liners pristine after every wash.

With 1.7 Billion pads going into our landfills every year, we wanted to create something beautiful, practical and effective in eliminating all that unnecessary waste. A Lotus Liners lasts three to five years, with over 200 washes and has a lifetime warranty on the snap. If it breaks, we fix it. It goes in any regular wash machine and dryer and does not require extra stain removers or chlorine bleach.



They come in three convenient sizes - Small, medium and Large, in both Regular and Petite collections. The three sizes are exactly what you need for ever rate of your flow. Small for light days, wearing with a menstrual cup, during spotting or just for vaginal freshens. Use a medium for every day and a large for night-time and heavier flows. Each starter pack comes

with a Waterproof Tote, designed so that you can take you Lotus liners with you wherever you go. This stylish bag conveniently stores your clean liners ready for use and then holds your soiled liners, protected until you get home.

Living the Lotus Liner way is all about you, your commitment to your health, you wanting to feel better every month, while deciding to better the planet and improve the environment. We are celebrating your womanhood and making the uncomfortable, comfortable, enjoyable and eco-friendly with a liner you can trust, enjoy and feel great wearing. Imagine saving money every month by not buying disposables and instead treat yourself the way you deserve.



Try Lotus Liner Essentials today: beautiful, earthy inspired liners for the divine woman in you.

Sources:

1. [https://www.huffingtonpost.com/dr-mercola/feminine-hygiene-products\\_b\\_3359581.html](https://www.huffingtonpost.com/dr-mercola/feminine-hygiene-products_b_3359581.html)
2. <https://www.govtrack.us/congress/bills/106/hr890/text>



## LINE EXTENSION | HOME

### MISSING LINK

www.missinglinkproducts.com

## KELP IS THE NEW KALE, BUT FOR PETS!

Kelp is the new kale!

Recognized for generations as a food supplement for humans, kelp is one of the most powerful superfoods on the planet - it is an excellent source of nutrition with over 70 essential vitamins, minerals and micronutrients that provide a variety of health benefits. Thanks to The Missing Link® Pet Kelp® Limited Ingredient supplement, now it's our fur kiddos' turn to experience the overall health and wellness effects of this superfood.

Harvested from pure seawater off the coast of Nova Scotia, the kelp is sun-dried and powdered. The finely group powder has a high bioavailability of ingredients with no fillers, creating a superfood from the sea - and an ideal complement to raw food diets, or for pet parents who are just looking to improve their pet's overall wellness.

With The Missing Link® Pet Kelp® Formula - Skin & Coat blend, add a daily helping of balanced essential fatty acids to your fur kid's bowl to help with shedding, soothe dry

or irritated skin, and support a healthy coat. This organic limited ingredient supplement adds essential nutrition to support your dog's overall health, hardiness and happiness. If your pup needs a little help putting the pep back in his step, The Missing Link® Pet Kelp® Formula - Joint & Bone blend delivers all the goodness of the Skin & Coat formula with the addition of glucosamine to help build strong bones and support joint health.

Simply mix the powder into your pet's food, and watch for "pawsitive" results in just 30 days!



## LINE EXTENSION | GROCERY

### GLUTENNULL

www.glutenull.com

## HERE WE GROW AGAIN!

GluteNull is excited to introduce four new natural health food products, that are Gluten Free, Vegan, Non GMO verified and Organic certified.

Treat yourself to Matcha Biscuits; Bliss; Al Choco, and Mambo#9 which are incredible accompaniments to our bakery line. These new items allow consumers to indulge themselves without compromising their healthy food choices.

Matcha Biscuits; Bliss; Al Choco and Mambo #9 are made in our Certified Gluten Free Facility from the finest ingredients available and are filled with super foods such as almonds, coconut, pumpkin seeds, hemp hearts, and walnuts. DoMatcha, an ancient Japanese green tea, is one of the key ingredients in the Matcha Biscuits which gives the biscuits their earthy green colour and flavour. Only the richest Organic Dark Chocolate smothers the other similar products. Bliss; contains energizing hemp seeds, Al Choco; is packed with almonds and coconut, and Mamba#9; contains buckwheat and pumpkin seeds.

Glutenull's founder, Otari Kobalia is always creating, and proud to present these healthy nutritious items to our current line of succulent cookies, bars and granola. Otari believes these four new products are the perfect treat for everyone, suitable for celiac, gluten intolerant vegans and anyone with food sensitivities. We use 100% organic and Non GMO ingredients that are wholesome and tasty.



Matcha Biscuits



Bliss



Al Choco



Mambo #9



# Ecotrend

ECOLOGICS

**... a conscious company ...**

Celebrating 31 years of bringing leading natural health products to you.

With your continued support Ecotrend Ecologics, and its suppliers, are making a real difference leading the way to social and environmental responsibility.



## Our Mission

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 & bullfrogpowered.  
We pledge to become a B Corp in 2018.

## Our World

Using sugar paper, starch popcorn, cloth towels and hand dryers in our corporate offices instead of trees and petroleum products.

Recycling virtually everything in our offices.

Helping three young women in Africa through Plan International and World Vision, protecting 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.



**WATCH FOR OUR SUPPLIERS' AMAZING STORIES IN COMING MONTHS!**

Visit [www.ecotrendsocialnews.ca](http://www.ecotrendsocialnews.ca)  
to learn more about our unique company.