



# ecotrends

For equality, sustainability, love and care for the planet

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### BRAND SPOTLIGHT

#### NATREN

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



## How to make your own probiotic face mask.

When someone says probiotics, we hope that the first thing that comes to mind is **Natren Probiotics!** Our powerful probiotics are a great way to improve digestion, boost immune health, and more. But did you know that **Natren Probiotics** can also be applied to your skin?

### • Why a Probiotic Face Mask?

The skin is our largest organ and is home to its own unique set of microorganisms. The beneficial bacteria on the skin work much like the beneficial bacteria in our gut, providing a layer of protection and competing for space with bad bacteria and other pathogens. Normal skin care can remove some of your beneficial skin flora and it may benefit you to replenish this natural barrier.



For centuries, women have applied everything from milk to plant extracts to their bodies trying to enhance skin health. **Digesta-Lac** contains our Lactobacillus bulgaricus LB-51 super strain. The use of L. bulgaricus applied topically to the skin dates back at least a hundred years, there are scientific studies from 1912 and reason to believe it was in use even before that!

### • Ingredients for the Mask

To create this mask, you need two ingredients: **Natren's Digesta-Lac** and aloe vera. If you have aloe vera growing in your garden you can find videos online that teach you how to harvest it. If you are purchasing it, look for a product that contains virtually 100% aloe vera. Read the label to see what

other ingredients are in the product. Aloe vera should be the first ingredient listed (indicating it's the main ingredient in the product). Most products contain some form of stabilizer, so if you're unsure about the other ingredients listed we suggest checking ingredients online at the EWG's Skin Deep Cosmetic Database.

### • Making and Applying the Mask

Mix approximately 1 tsp of **Digesta-Lac** probiotic with equal parts aloe vera to create the mask. Gently apply to your face working it into the skin by moving your fingers in a small, circular pattern. You can leave the mask on for 10 to 30 minutes.

When you are ready, wash the mask off using warm water and pat your skin dry. After using the mask, your face should feel smooth, soft, and clean. The gritty consistency of the probiotic powder acts as a gentle exfoliator while the aloe vera moisturizes. It's a winning combination that will leave your skin looking and feeling great.



Enhance  
your  
skin health!

## Fair Trade & Organic Honey



### From an African forest comes the sweetest story.

Twenty years ago in a remote Zambian forest, at the headwaters of the Zambezi River, Zambian-Canadian eco-entrepreneur, Dan Ball, met with a few dozen beekeepers that were struggling to sell their honey. Dan saw the potential of these hard-working beekeepers and said, “Let’s start a business”. He started training thousands of beekeepers to harvest this delicious, wild, organic honey in a sustainable manner while using their traditional practices.

However, Dan had a problem—the list of people wanting to be trained and equipped as beekeepers had grown to 3000 people. Dan needed to generate more income to train them. That’s when he reconnected with longtime friends, Paul Whitney and Liz Connell, about selling the honey in North America. Having lived in Southern Africa, Paul and Liz knew that the honey project had the potential to change tens of thousands of lives. Thus, they created the **African Bronze Honey Company**, ordered 28,000 bottles, and went into business!

- **Using Business as a Force for Good.**

After their first year, **African Bronze** became a member of the Fair Trade Federation. Then, to show their commitment to using business as a force for good, they became a certified B Corporation. As well, they partnered with groups working in Northwestern Zambia to help build and equip libraries, and provide educational opportunities.

- **What’s Our Honey Like?**

Collected from a wild miombo forest, **African Bronze Honey** is rich and dark with treacle, malt, and whisky overtones. The flavour is unlike any other honey because the forest is wonderfully bio-diverse, supporting almost a thousand different flowering plants and trees that the bees pollinate and feed on.

The forest is pristine—free from pesticides, chemicals, and GMOs. The bees are healthy and wild. This is not agricultural honey. **African Bronze** is organic, raw, unpasteurized, and is Canada Grade No. 1.

**African Bronze** is a very robust, versatile honey. It adds depth and flavour to anything you add it to. It’s great in tea, coffee and smoothies, or on toast. It adds richness to any recipe, especially sauces, marinades or glazes—even salad dressings. Chefs and Bakers love it too: using it in baking helps keep bread fresher, longer.

- **Creating Added Value and Flavours.**

To showcase the honey’s wonderful flavour profile, Paul and Liz began creating new products using the **Traditional Forest Honey** as a base.



Combined with cold ground, organic cinnamon gives you **Cinnamon Honey**—full of cinnamon goodness!

Infused with hot pickled peppers it becomes **Hot Honey**—awesome on pizza, vanilla ice cream, cheese, or charcuterie!

The **Julbernardia Blossom Honey** is a lighter honey harvested in Zambia’s dry season—organic with a hint of anise.



**Honey Drops** are Traditional Forest Honey as lozenges! They have the same rich, smoky, toffee, treacle flavour. They’re organic, addictive and good for what ails you!

Our **Killer Bee Balm** has an exquisite, natural wild honey scent. Its moisture-richness provides long-lasting skin protection for our long, cold Canadian winters.



# EVERY BODY NEEDS OMEGA-3s



OMEGA-3 FISH OIL  
NORDIC  NATURALS®  
#1 OMEGA-3 IN THE U.S.



# Natural Toothpastes



## Committed to a short list of simple ingredients.

**Earthpaste** is an amazingly natural toothpaste unlike any other on your shelf. Some brands go fluoride-free or SLS-free and call it good enough, but we wanted more.

We challenged ourselves to make a toothpaste that had:

- ▶ No fluoride
- ▶ No foaming agents (like SLS)
- ▶ No glycerin
- ▶ No animal by-products
- ▶ No dyes
- ▶ that was also effective
- ▶ and something we'd actually want to use

What we would put in it was even more important than what we were omitting, so we are committed to a short list of simple ingredients, each of which needed to serve a purpose. Killer not filler, as they say.

We started with our **Redmond** bentonite clay, a natural polisher with an inherently high pH perfect for removing surface stains and neutralizing acids in the mouth that lead to tooth erosion. We then added **Real Salt**, an ancient unrefined pink sea salt sourced in Utah, USA. Next came Xylitol, creating an environment over time that makes cavities less likely. Additionally, it's a sweetener, so it improves the taste. We also selected some essential oils to lend flavor and freshness. Finally, we sent **Earthpaste** out into the world.

We have been thrilled with the response. With over 4.5 stars and hundreds of reviews on Google and Amazon, it turns out there are a lot of people who were looking for a toothpaste that gave them more by using less. Here are some highlights:

“ So far as I am aware, this is one of only maybe two toothpastes on the market that don't have glycerin, which prevents the remineralization of teeth. I was shocked to realize what I had actually been using, even in the form of a “natural” toothpaste! This is one of the only true natural toothpastes.” - N.M.

“ My mouth feels so clean after brushing. Love it.” - M.C.

“ This is my favorite toothpaste. I am so incredibly grateful that they make this product! It tastes amazing, like a lemon drop, and with no disgusting stevia or bitter stevia aftertaste or weird chemicals of any kind! The whole concoction is actually edible, it is that safe and natural.” - A.M.

“ I've suffered with bleeding and receding gums for years...I'm excited to say that using this product for only a month my gums started to grow back and my gums are no longer a bloody mess like before. I'm so happy that product made such a huge difference in my oral health.” - L.C.

Like we said, we are committed to a short list of simple ingredients in our products. Check out:

- ▶ Our new **Earthpaste Peppermint** with Activated Charcoal
- ▶ **Earthpowder Black Licorice** with Activated Charcoal
- ▶ And **Earthpowder Peppermint** with Activated Charcoal

Give your customers the best.  
Give them **Redmond**!







# Health Care for Women

## Five new products available exclusively through Ecotrend!

NEW



### • GABA Ease

Fast-acting ingredients relieve occasional nervous tension and anxiety. GABA (Gamma aminobutyric acid) is the body's main inhibitory neurotransmitter. This formula offers a generous 750 mg in 2 capsules with complimentary ingredients: L-Theanine and selective calming herbs, Passionflower, Hops, and Skullcap, in synergistic doses without inducing drowsiness. Think of **GABA Ease** before the traffic commute, to help ease travel anxiety and hormonal irritability. **GABA Ease** can be used as needed or can be taken on regular basis.

### • Luminous

Comprehensive hair, skin, and nails support containing therapeutic doses of key nutrients to encourage healthy hair, glowing skin, and strong nails. Featured ingredients include vitamin C, to encourage collagen production; biotin, selenium, zinc, silica as supportive and nutritive herbs; horsetail nettles, oatstraw - which is nutritive and a nervine to relax the nerves around the hair follicles, supporting more blood flow to those places and more nutrition for the hair. This product can be taken daily for maintenance at two caps per day.



NEW



### • Rhodiola

This is a versatile herb supporting several body systems, especially endocrine, the central nervous system, and cognitive functions. **Vitanica's Rhodiola** includes the standardized extract of Rhodiola rosea root, plus the whole root of this highly researched species, offering a synergistic blend of the compounds in this tonic herb. One capsule up to two times per day may be used continuously or as needed for a little extra stamina and endurance, mentally or physically.

### • OsteoBlend

Dr. Hudson calls this the Cadillac of bone support formulas because it contains so much more than the basics: calcium, magnesium, and vitamin D. In addition to critical key ingredients needed for healthy bone structure,

NEW



it contains a holistic amount of calcium, complimenting what we obtain from daily foods. It is important that calcium intake is balanced through food as well as supplementation from high quality, thorough formulas like **OsteoBlend**. Four capsules daily supplies 600 mg of Calcium and a therapeutic balance of minerals, vitamins, and trace minerals, encouraging strong, sturdy bones. Combined with exercise and a healthy diet, **OsteoBlend** may help to prevent osteoporosis.

### • Women's Phase I

When it comes to PMS support, this formula hits every mark. This addresses every symptom women face before their menses with the most research based ingredients (vitamin E, GLAs, and chaste tree berry), as well as some thoughtful inclusions based on Dr. Hudson's empirical evidence. **Women's Phase I** makes the menstrual cycle more bearable with ingredients like dandelion, vitamin B6, and borage oil, along with some supportive and thoughtful herbs: passionflower, St. John's wort, ginkgo. This is a true winner for helping women through what can be a very emotionally and physically trying time every month. Two capsules daily, all month long helps every woman have a happier period.



## Complimentary Training

### Vitanica NEW products & Brand review

January 25<sup>th</sup> 2018 - 2pm PST - 3pm MST  
4pm CST - 5pm EST - 6pm AST - 6:30pm NST

Speaker Dr. Tori Hudson, N.D.

Each attendee will receive a free  
GABA Ease, 60 caps.



To register for this training or to receive the recording, contact [marketing.assist@ecotrend.ca](mailto:marketing.assist@ecotrend.ca) and provide your phone number and customer account information. To qualify for the freebie, the attendee must participate in the entire call. No exception.



## Power organics

Our Cacao Berry Clarity Natural Chocolate is a delicious, energizing, filling, and powerful nutrients combination. (Klamath blue green algae™, raw cacao nibs, goji berries, mesquite powder).



## Acorelle

Range of elegant, natural, certified organic perfumes that match your moods. Our 9 delicate scents are available as 50ml spray perfumes, 100ml body mists and 10ml perfume roll-ons.



## Zue Beauty

Skin care line using quinoa, a grain antioxidant, vitamins, minerals and all of which have the power to restore



Fu  
wi  
th

# Natural



LACC

Toxic-free, paraben-free, fragrance-free, and long lasting nail lacquers, available in 33 different colours.



Heartfelt Living

The amber glow of Himalayan salt lamps and tea lights will reduce your stress level while giving a relaxing atmosphere to your home and a sense of well-being.



n that is jam-packed with  
d essential amino acids—  
re and revitalize your skin.



Konjac

Our 100% natural and biodegradable vegetable fibre Konjac sponge is a simple and eco-friendly facial cleansing tool.



Hyalogic

all line of skin care and personal care products made  
th premium hyaluronic acid (HA) to help maintain  
e youthful appearance and vitality of your skin.



love for your Valentine



## Salt Lamp Collection



Transform any room into an inviting, cozy atmosphere.

We are happy to introduce the newest extension of our lamp collection with:

- ▶ 2-3 kg natural shaped lamp
- ▶ Pyramid
- ▶ Drop
- ▶ USB/Night Light

The **USB/Night Light** has an LED bulb which does not warm up the lamp and therefore does not eliminate any kind of rays with the WiFi as promised throughout the Internet. If you use the adapter from your cell phone, you can have a lovely and calm night light. It glows beautifully, is small, and can be plugged in practically any small space.

The carved lamps, such as the **Pyramid** and **Drop**, have lesser energy to create negative ions. The radius of its benefit for air quality is smaller than of a **natural shaped lamp**.



All of our lamps, including those already in stores, transform any room into an inviting, cozy atmosphere.

## EMF Radiations



Protect yourself from their harmful effects.

*By Brian Asttaria, CH, CI.*

Although the Earth emits microwaves, they are very low and the body has evolved to protect itself from them. Today, the level of measured EMF (ElectroMagnetic) fields are approximately one million times greater than they were 130 years ago.

There are three factors which determine how EMF radiation affects us:

- ▶ **Exposure Time:** The longer you're exposed to EMF radiation, the greater the effects.
- ▶ **Distance:** The closer an electronic device, the stronger the radiation and effects.
- ▶ **Field Strength:** The stronger the field, the greater the effects.

Our body has a finite amount of energy to resist stressors in our environment. When the body lacks the vital energy to maintain optimum resistance, symptoms of ill health appear. If the body is constantly in a state of vigilance and defence using energy to neutralize the effects of outside environmental stressors, there is little energy left over for the body to heal.

The **ADR** line of products provide a solution by helping reduce and prevent symptoms associated with microwave and EMF exposure. The **ADR Protect** and the **ADR Shield** help the body increase resistance to negative radiation fields in the environment, and the **ADR Mats** block electrical fields.



# Therapeutic Enzymes



## Going beyond digestion.

Enzymes are considered by many to be the energy of life. They are biologically active proteins that have influence over each and every chemical reaction in the human body. Often, we think of enzymes for their digestive health benefits, predominately supporting the body's digestive system to alleviate occasional gas, bloating, and indigestion. However, therapeutic enzymes can provide substantially more benefits than just digestion.

We can see, hear, feel, and even blink because of enzymes. These activities, and other functions of the body, like cardiovascular, circulatory and immune, are influenced by a variety of enzymes. While the body produces much of its own enzymes, these functions may be supported through the use of supplemental enzymes.

Enzymes are considered by many to be the energy of life. They are biologically active proteins that have influence over each and every chemical reaction in the human body.

When taken with food, many supplemental enzymes will begin to digest the primary components of the food, like fats, fibers, proteins, and carbohydrates. However, when taken between meals, many of these enzymes may also play a supportive role throughout the bloodstream and the rest of the body.

Generally, most formulations utilizing enzymes between meals will focus on proteolytic enzymes. Proteolytic enzymes help the body to break down proteins. The body needs to break down protein for many reasons, but when supporting overall health, it often uses these types of enzymes to break down cells that are dead, damaged, or otherwise do not belong. In addition, enzymes with mucolytic properties are often used as they can assist the body with excess mucus.

Common proteolytic enzymes include protease, serratiopeptidase, bromelain, and trypsin. Some proteolytic enzymes also have fibrinolytic (breaks down fibrin, a protein used by the body for blood clotting that may also stick to cell walls) properties. Serratiopeptidase is a fibrinolytic enzyme, and can also break down collagen.

When choosing an enzyme formula, it is incredibly important to understand the role of temperature and pH. All enzymes have optimal ranges of temperature and pH in which they function, and many of the best formulas will utilize blends of multiple enzymes to cover the entire ranges commonly found within the human body.

Supplemental enzymes can be produced from a variety of sources, including fungus, plants, and even animals. Generally, fungal enzymes offer the widest pH ranges possible.

Enzymedica offers a variety of therapeutic enzyme formulations. Some of the best-selling products include:



► **Acid Soothe™**: A combination of digestive enzymes with soothing botanical ingredients. In addition, Zinc Carnosine is included.



► **LipidOptimize™**: Taken with food, this enzyme formula helps to digest fat.



► **MucoStop™**: This unique formula contains mucolytic enzymes for the elimination of excess mucus.



► **Repair Gold™**: A high potency proteolytic enzyme product, it includes Serratiopeptidase for a healthy inflammatory response.



► **EZ Balance™**: This formula includes two digestive enzymes.

# Contemporary Homeopathy

Dr. King's

## Dr. King's news you can use!

**Dr. King's** advanced, contemporary, homeopathic medicines offer broad-spectrum temporary relief by implementing synergistic formulations of multiple active ingredients in each product.

In addition, each formula contains multiple high potencies, including the rare LM, Dr. Samuel Hahnemann's favorite during his latter years, when treating city-dwellers with complex, multi-layered health issues, just as we have today. **Dr. King's** synergistic approach allows the body to utilize exactly what it needs in each formula to respond to and overcome its current symptoms.

**Dr. King's** Natural Medicine combines the 40 years of Dr. Frank King's natural healing experience, with his pioneering innovations in contemporary homeopathy. Although homeopathy has been used globally for more than 200 years, **Dr. King's** story – about why these innovations occurred – began in 1979, when he was a young doctor on a mission to heal the world using natural methods.

Long before it was common, he knew that to help people get well, the whole person had to be considered. Doctors could not be successful if they approached medicine like mechanics, focused on fixing one broken part of a machine.

As a fourth-generation American farmer observing nature since childhood, he well understood that everything in nature is connected to everything else, both inside and outside the body. So he assembled a team to research and use the best natural healing methods from around the world. He and his team addressed every aspect of helping the whole person, becoming specialists at healing difficult cases.

Discover the three NEW products for Canada, thanks to Ecotrend:



### ► **Acute Pain Relief** (Homeopathic topical cream)

Temporarily relieves symptoms of back and joint pain, muscle cramps, aches, leg cramps, and sore muscles.

- **Active homeopathic ingredients:** 18 (including Arnica montana). Active ingredients are 50% of total weight. Potencies: 10X, 30X, 1LM.

- **Inactive ingredients** include jojoba seed oil, menthol, peppermint oil, pomegranate fruit extract, shea butter, sweet almond oil, sweet birch oil, and more.
- **Directions:** Adults and children (4-18) may massage cream into sore areas, 2-3 times per day. May be used before and after exercise.

### ► **Advanced Arnica** (Homeopathic topical cream)

Temporarily relieves symptoms of bruising, inflammation, muscle pain, sprains, and soreness after exercise.

- **Active homeopathic ingredients:** 2 (Arnica montana, whole plant, and Arnica montana, root). Active ingredients are 50% of total weight. Potencies: 6X, 30X, 6C, 30C, 1LM.
- **Inactive ingredients** include jojoba seed oil, lemon oil, pomegranate fruit extract, sweet almond oil, and more.
- **Directions:** Adults and children (4-18) may massage cream into sore areas, 2-3 times per day. May be used before and after exercise.



### ► **Kids Candida Multi-Strain**

Easy-dosing, taste-free, pure, water-based homeopathic preparation in a four-ounce (118 mL) bottle. Temporarily relieves symptoms of cradle cap, pimples, tummy aches, constipation, cravings for sweets and odd foods, lethargy, lack of assertiveness, forgetfulness, brain fog, irritability, moodiness, weak muscles, itchy skin and head, oversensitivity and fearfulness.

- **Active homeopathic ingredients:** 23 Potencies: 12X, 30X, 1LM
- **Directions:** Children (2-12): ½ teaspoon, 2 times per day on empty stomach, before breakfast and at bedtime, or as directed by a healthcare practitioner.







# Matcha - THE Clean, Green Coffee Alternative

Are you looking for an alternative drink to add to your daily coffee or even replace it? Well there is a clean option you can use daily that delivers powerful, scientifically-validated health improvements. This alternative will not give you the coffee caffeine crashes.



**MATCHA**  
caffeine content:  
20 to 25 mg/g  
**MATCHA IS ALKALIZING**

**COFFEE**  
caffeine content:  
80 to 120 mg/g  
**COFFEE IS ACIDIFYING**

## DōMatcha®: Real and Authentic Matcha

DōMatcha® experts refer to our Matcha teas as real, authentic and powerful. Our recognition comes from our singular passion to honor the centuries old Japanese traditions of the Matcha masters, past and present. As result, we grow, harvest, transport, manufacture, package and analyze our Matcha for potency, purity and safety.

### Clean

We refer to DōMatcha® as clean because every batch of Matcha goes through an intensive analysis. DōMatcha® is assayed for pesticides, heavy metals, microbial contamination and radiation.

### Green

DōMatcha® green tea is a deep, vibrant green colour with a sweet aroma. The green color of authentic Matcha comes from its high chlorophyll content (much higher than regular green tea). Chlorophyll also gives Matcha its ability to detoxify your body.

# Visit the Ecotrend Booths

## CHFA West # 1026 -1045



February  
24<sup>th</sup> - 25<sup>th</sup>

Vancouver Trade  
& Convention  
Centre, West  
Building

Meet our suppliers and have a chat with our friendly Ecotrend staff.

Don't forget to ask for our CHFA West show discount price list.

|         |                 |         |                 |
|---------|-----------------|---------|-----------------|
| 1044    | Vibrant Health  | 1045    | Olie Naturals   |
| 1042    |                 | 1043    | Health Direct   |
| 1040    | Epsom Gel       | 1041    | Motherlove      |
| 1038    | Real Aloe       | 1039    | Santevia        |
|         | Sierrasil       |         |                 |
| Walkway |                 | Walkway |                 |
| 1034    | Hyalogic        | 1035    | Nordic Naturals |
| 1032    | Dom's Deodorant | 1033    | Beekeeper's     |
| 1030    | Vitanica        | 1031    | DōMatcha        |
| 1028    | Zue Beauty      | 1029    | Ecotrend        |
| 1026    | PilotsFriend    | 1027    | Enzymedica      |
| Walkway |                 |         |                 |

### PRODUCT EDUCATION SESSION

#### Enzymedica

**Speaker:** Dr. Michael Murray M.D.

**Date:** Friday February 23<sup>rd</sup> 2018

**Time:** 4:15pm - 5pm

**Location:** The room information will be shortly published on the CHFA website.

## Recognition

We are proud and thrilled to have been **nominated twice** this year in the **CHFA WEST Awards 2018!**

- Ecotrend has been nominated for the Supplier of Excellence Award!
- Our customer service agent Jordane Lesne has been nominated for Excellence in inside sales!

We are very grateful for your continuing trust! The result will be unveiled during CHFA West.



**AWARDS**