



ecotrends

For equality, sustainability, love and care for the planet

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LINE FOCUS
PILOTSFRIEND
www.pilotsfriend.ca

Elevate your senses.

In 2003, a group of European jet pilots became concerned about the side effects of excessive caffeine consumption—one of their number had just received a warning following an all-important medical exam. At that moment, they realized they needed a healthy alternative to caffeine over-consumption and artificial, sugar-loaded drinks. This was the beginning of **PilotsFriend**.

With the help of Italian scientists and nutritionists, this group spent the next three years developing a product that would not only aid their concentration and focus while flying but also provide other important benefits. For example, a lack of oxygen at high altitudes can lead to inflammation in the intestinal tract, so their product had to help with digestion. Likewise, it had to help with stress relief, and be rich in antioxidants to boost immunity. Most of all, there had to be no negative side effects.

Energy drinks have long been associated with extreme sports and alcohol. But **PilotsFriend** is designed for busy, health-conscious professionals—even that busy parent who can't risk their well-being.

PilotsFriend is a feel-well tonic. While energy drinks provide a proverbial shock to the nervous system with unnecessarily high doses of caffeine, **PilotsFriend** releases just the right amount of natural caffeine for immediate mental alertness while slowly releasing more caffeine to maintain the alertness over an extended period of time. And unlike regular energy drinks, **PilotsFriend** contains only natural, organic ingredients and contains no



preservatives, artificial sweeteners, or flavours. All 14 premium ingredients, including ginger, cardamom, acerola, and yellow gentian, are sourced from licensed farms around the world from high in the Swiss Alps to the jungles of Central America.

PilotsFriend offers a unique, boldly-balanced arrangement of woody, earthy, and herbaceous flavours with zero artificial taste. We're a socially and environmentally responsible brand and an all-natural, organic, non-GMO vegan source of energy for discerning individuals who are personally and professionally on the path to success.



Created for pilots
but a friend to any
busy professional,
traveller, or parent.

PilotsFriend on Dragon's Den

With all this to offer, there's little wonder that **PilotsFriend** gained the considerable attention of well-known television show *Dragons' Den*. Look for us in Season 12, airing on April 5th 2018 at 8:00PM EST on CBC Television.

Dragons' Den reached nearly one-quarter of all Canadians during its 2016/17 season. On-air success is mirrored online, where an active and engaged community averages nearly 93,000 page views per week. Full episodes can be viewed at cbc.ca/dragonsden.

Daily SPF and Face Defence for Men

Stoüt

The world has changed and so have men's faces.

With pollution, a shrinking ozone layer, and increased exposure to the sun's harmful rays, men today need to protect the health and vitality of their skin now more than ever. Modern men also know they don't want to safeguard their faces with different toxic chemicals, so they need a skin cream that's all-natural and designed especially for them, with no heavy perfumes.

Company founder and CEO Andrew Brown created Canadian-based **Stoüt Face Care Inc.** After a skin cancer scare, he became frustrated with the lack of quality natural SPF antioxidant creams available to men. He found that many facial moisturizers specifically made for men contained heavy perfumes and potentially toxic chemicals. He worked with a leading Vancouver natural health lab to create a natural SPF cream, one that's been specifically formulated to include advanced moisturizers and protections against pollution and the effects of aging.



Why should men care about skincare?

Men and women have very different skin. In fact, thanks to testosterone, guys have thicker skin. Despite this seeming advantage, more than 56 percent of those diagnosed with skin cancers were men, according to the Centre for Disease Control (CDC). Furthermore, 65 percent of people who have died from skin cancers were men. Psoriasis and dermatitis are also more common in men. Protecting your skin daily from harmful UV rays with a product like **Stoüt** also helps prevent sunburns, while its moisturizers and antioxidants keep your face looking young, feeling fresh, and smelling great.

Men want an all-in-one daily face defence.

Stoüt is more than just a natural SPF cream:

- it has a natural daily face defence for men that hydrates,
- protects,
- and rejuvenates the skin.

Men who enjoy the outdoors and lead an active lifestyle appreciate that **Stoüt Daily SPF 15** is non-greasy, easy to apply, and that its 50ml

and 90ml tubes fit conveniently in a gym bag, backpack, or carry-on for travel. It's a daily face cream designed for outdoor activities in all seasons, such as cycling, golfing, hiking, skiing, and paddle boarding.

► Natural UV protection:

Stoüt uses non-nano zinc oxide that effectively protects skin from UV rays without the addition of potentially harmful synthetic chemicals that can be found in many other sunscreens. It's free of parabens, phthalates, and oxybenzone.

► Advanced moisturizers and antioxidants:

Stoüt is formulated with a unique combination of natural oils that restore moisture and smoothness to dry and damaged skin including: Sweet Almond, Sesame, Shea Butter, Hemp Seed, Sea Buckthorn, and Grape Seed. It includes Organic Jojoba Oil to help erase the signs of aging, and utilizes the UV and pollution-fighting power of natural, antioxidant-rich Evening Primrose Oil plus Vitamin E to intercept or block free-radical damage from these elements.

► Essential oils:

Stoüt is a face cream with the added aftershave cooling benefit of menthol to help soothe, freshen, and waken up the skin each morning. Its masculine, warm, woody scent is derived from natural essential oils, not synthetic fragrance.

Stoüt is a daily face cream designed for outdoor activities in all seasons, such as cycling, golfing, hiking, skiing, and paddle boarding.





Ocean Based Supplements

Phytoplankton: tiny yet mighty ocean plant.

Ocean based supplements have always been popular, but have you ever thought of where the absolute root of all ocean nutrition stems from? That's phytoplankton.

Karen Marine Phytoplankton is a unique product amongst ocean-based supplements and multivitamins. Before entering the health food space, pharmacists overwhelmingly supported **Karen Phytoplankton** as a dietary supplement.

While many brands use the health food industry as a stepping stone into mass-market production, **Karen's** national following –

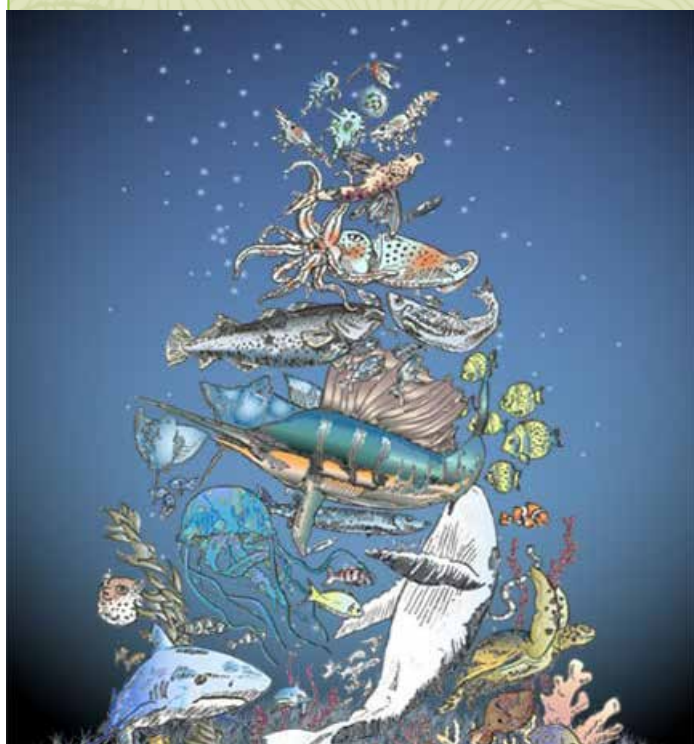
and high demand—is a direct result of anecdotal customer reviews. Many of our current customers were not regular health food store patrons, but through word of mouth, **Karen®** is opening a new world to them.

Karen® is a source of zeaxanthin, an antioxidant for the maintenance of good health. Every serving of **Karen®** contains one-hundred and twenty five billion phytoplankton plants. All-star athletes like NHL player Brayden Schenn of the St. Louis Blues rely on the mighty nutrition contained in phytoplankton.

There are two easy ways you can take **Karen®**: a pure powder you can mix with your favourite drink, smoothie, or yogurt, and an easy one-a-day tablet.

Phytoplankton, the first and foremost
nutrition in the food chain.

The last to be discovered



Karen Marine Phytoplankton is slated for national launch in May 2018. Ask for our literature, read up and research phytoplankton for yourself, and discover the potential of this tiny yet mighty ocean plant.

Check out our unfiltered, unedited, unsolicited customer reviews on our Facebook at www.facebook.com/karenphytoplankton/.

Gold Standard Liquid Collagen

HEALTH **HD** DIRECT®

Confused about collagen? Choose medical-grade.

It's easy to find a collagen product. It's not easy to know if it'll actually work. Dozens of collagen products have flooded the market in every form, flavor, and at every price imaginable. So when choosing one, how can you be sure you're making the right decision? With over 35 years of medical use, doctors have done your homework for you.

AminoSculpt, the collagen that doctors recommend to other doctors.



With over 102 million doses and rising, doctors and hospitals remain steadfast in their commitment to liquid Type 1, enzymatically hydrolyzed collagen peptides (like those found in **Health Direct's AminoSculpt®**). This Medical-Grade Collagen™ is considered the gold standard by the medical community. Here's why.

► Proven Medical Use.

AminoSculpt's liquid peptides have been used by over 4,700 physicians, clinics, hospitals, and health professionals for over 35 years in the United States. These liquid peptides are preferred because they've provided consistent results for decades with a proven safety record, even when used by patients with serious health problems.

► Science Backs Type 1 Collagen.

AminoSculpt's liquid peptides contain pure Type 1 collagen. While there are 28 different types of collagen in the body, 90% of your body's collagen is Type 1. The weight of published scientific research supports Type 1 collagen, making it a solid choice.

Some products contain rarer forms of collagen such as Types 3, 5, or 10. While these additional types may look enticing, there is little medical evidence supporting their use.

► Liquid Collagen is Easy to Use and Highly Absorbable.

Doctors prefer peptides in liquid form. Liquid peptides are created using enzymatic hydrolyzation (pre-digestion with natural fruit enzymes) for maximum absorption, and liquids are ready to use with no preparation needed. Liquids also give you the most collagen in the smallest dose. Finally, they're easier than powders and pills with no danger of choking and little difficulty in swallowing.

► The Original Medical-Grade Collagen™.

Although there are many collagen products available, only **AminoSculpt** contains the same liquid collagen peptides used by 4,700 medical professionals for over 35 years. Here's what makes **AminoSculpt** from **Health Direct** stand out:

1 Perfectly Hydrolyzed:

We make our own peptides from grass-fed collagen. We've perfected this process over the past 35 years, so you can be sure you're getting the perfect peptides, every time.

2 Rapidly Absorbed:

The polypeptides in **AminoSculpt** have low molecular weights, which means your body absorbs them quickly and completely. Better absorption means better benefits.

3 Pure Type 1 Collagen:

AminoSculpt contains only collagen protein and is not spiked with whey, casein, soy, or free-form amino acids to increase the protein content.

4 Highly Concentrated:

AminoSculpt contains 8,000mg of collagen peptides in every serving. To get the same amount of collagen in just one tablespoon of **AminoSculpt** you'd need six ounces of mixed powder, eight pills or chews, or a full cup of bone broth.

5 Ready-to-Use:

AminoSculpt is ready to use straight from the bottle with no mixing required. But feel free to add it to water or blend it up in a shake for a boost of collagen.

New Addition



Santevia stainless steel bottle.

The **Santevia Stainless Steel Bottle** is the latest addition to the **Santevia** eco-friendly bottle line and the perfect addition to your on-the-go lifestyle. Take this bottle with you to the office, gym, yoga, or the great outdoors.

The brushed stainless steel design is sleek and durable, yet lightweight with a single-wall construction. A fitted silicon band provides enhanced grip with a comfortable touch and a pop of colour. The slim bottle's convenient hand-held size also provides ample water storage of 750ml. Compatible with most standard car and bike cup holders, the **Stainless Steel Bottle** is the ultimate travel companion.



Using the **Santevia Stainless Steel Bottle** can save you money and spare the world the environmental impact of several hundred plastic water bottles a year. The bottle is:

- ▶ 100% BPA free,
- ▶ odorless,
- ▶ tasteless,
- ▶ and dishwasher safe.

Pair your **Stainless Steel Bottle** with a **Santevia** on-the-go filter and provide you and your loved ones with a healthy, great tasting hydration solution that you can feel good about.

The **Santevia Stainless Steel Bottle** is the perfect partner for your on-the-go **Santevia** filtration products.

Start with tap water and pair your bottle with the **Santevia Power Stick** to get rid of chlorine, and mineralize and alkalize your water wherever your life takes you!

Simply activate the **Santevia Power Stick** by submerging it in your **Stainless Steel Bottle**, and shaking for 30 seconds. Within

3-5 minutes your water will reach optimal pH and chlorine reduction, perfect to help you tackle any task or adventure in your day.

Each **Power Stick** gives you 300 bottles of clean, mineralized alkaline tap water!



The **Santevia Stainless Steel Bottle** also pairs perfectly with the **Santevia Power Pouch**.

These **Pouches** are small yet powerful, creating clean, great tasting water wherever you go. Similar to a tea bag, the **Power Pouch** provides ultimate ease of use. Simply submerge the **Pouch** into hot or cold tap water and in moments you will have reduced the chlorine and created mineralized alkaline water.



Each **Pouch** is good for 10 bottles of water, making it the perfect, lightweight addition for your travel bag or your child's lunch box.

Water bottles are a necessary requirement to any workout and the **Santevia Stainless Steel Bottle** is the perfect companion.

For the ultimate workout experience, pair your bottle with the **Santevia Recovery Stick** and transform your tap water into hydrogen-rich, antioxidant, mineralized alkaline water with reduced chlorine.

The **Santevia Recovery Stick** helps your body reap the benefits of your workout and gets you back in the gym faster than before.

Each **Recovery Stick** gives you 300 bottles of clean, hydrogen-rich, antioxidant water!



Effortless Merchandising

Products



floor display

ENZYMEDICA®

Enzymedica offers **3 FREE** ready-to-assemble displays for your store:



counter displays

- **Acid Soothe Counter Display**
(holds 16 bottles of 30s/45s)
- **#1 Best Selling Counter Display**
(holds 16 bottles of 30s/45s)
- **#1 Best Selling Floor Display**
(capacity varies with size of bottles)



floor display

SierraSil®

Sierrasil offers **2 FREE** ready-to-assemble displays for your store:

- **Counter Display**
(holds 6 bottles (90s or 180s) + 30 brochures)
- **Floor Display**
(hold more than 30 products, + informative brochures)



counter display

ndising

et displays to simplify your sales floor.



NaturePet offers **2 display options** for your store:

- **Counter Display**
(holds 5 D Wormer, 12 Ear Drops, 5 Home alone, 5 Paw & Skin, 5 Urinary Care, 5 Joint Care + 75 brochures)

Specially priced at **\$443.53** for new stores! (\$875.63 retail value)

- **Already have a NaturPet Display?**
Get 10% off our Restock Package, containing 5 D Wormer, 5 Home Alone, 12 Ear Drops, 5 Paw & Skin and 5 Urinary.



counter display

SPEKTRUM

Spektrum offers **2 display options** for your store:



wooden shelf display

- **Free Counter Display**
(holds 2 pairs)
- **Large and Sturdy Wooden Display**
(can be modified for high or low shelves)



counter display

Purchase 20 or more pairs of Spektrum glasses, get **10% off** your entire order + 6 demo glasses of your choosing + the display.



Quality Pet Grooming Products

Keep your pet smelling fresh, while nourishing their fur and cleaning their skin.

Simbae Groomers 1st Choice is a proudly owned family business with Australian origins. **Simbae** is the brand child of TAJA Global established in 1974. The company is recognized globally as a manufacturer of leading sustainable and eco-friendly products, creative marketing, as well as brand and product development. **Simbae** range stands for 'sustainable pet care'. Through years and years of intensive research and development, we made the conscious decision to never compromise on our sustainable and eco standards to ensure we deliver products that are safe for dogs, cats and humans, with premium quality and high performance. **Simbae's** mission is to make our products available to all by maintaining affordable pricing while providing the best product possible.

The Products

Choosing quality grooming products designed specifically for pets is very important to the health of the coat and skin. They are easier to use than adapted 'human' products, which can be inappropriate for your pet's coat and skin. We offer a selection of easy-to-rinse, SLS and paraben free Shampoo & Conditioners. There are four grooming categories:

► **Fabulous Fur Range**

For dogs & cats who need daily pampering and to look fabulous.

► **Long Hair Range**

For dogs & cats with excessive, thick or coarse fur to strengthen and shine naturally!

► **Sensitive Skin Range**

For pets prone to irritations and allergies, use this as a mild and natural healing alternative.

► **Puppy & Kitten Range**

For pets aged between 1 – 18 months, a mild, soothing and fur nourishing formula for even the smallest of pets.

It is important to not only keep your pet clean, but their environment as well as your home free from all bacteria and odors; we have **Surface Sanitisers** & **Air Fresheners**, with dual action properties for bacteria-free & odor controlled pet areas.

People, Pet & Planet Safe!

Simbae's eye-catching and standout range of premium pet grooming and cleaning supplies are currently globally available. **Simbae** is a proven range of pet care products that will keep your pet smelling fresh, while nourishing their fur and cleaning their skin.



The Scents

Blended in France, each individual note is a blend of nature's science and beauty. With just one whiff these scents will soothe, please and transport you and your best friend to places where flowers burst into bloom, fruits are freshly plucked and greeneries flourish in the countryside.

► **Country Grove** - is a flowery aroma of Lavender, Geranium Neroli, and Green Leaves blended with Lemon, Apple and Mango, built on warm notes of Patchouli and Sandalwood. A refreshing floral concoction that is cozy and comfortable.

► **Spring Garden** - is an intermingling of floral aromas Lavender, Jasmine, Lily of the Valley and Violets - balanced with a Milky Powder. This collection of fragrant blossoms is the embodiment of love, care and generosity.

Simbae offers a selection of easy-to-rinse, SLS and paraben free Shampoo & Conditioners.





Heartfeltliving® is delighted to announce that as of December 1, 2017, we are **Kosher Certified.**

Why did we become a Kosher Certified company?

Nearly 80% of consumers purchasing Kosher Certified products are not doing so because of religion, but because of trust.

Kosher Certified means products are 100% pure with zero contamination of any kind. We felt that such stringent, no-exception policies (policies that far surpass any “All Natural” or “No Additives or Preservatives” claims) would best suit our conscious consumers.



Kosher Checked. Globally Accepted.



The Heartfeltliving Product Family



NEW PRODUCT
HOLY CRAP
www.holycrap.com

Blueberry Apple Blend



The World's Most
Amazing
Breakfast Cereal

GROCERIES

It's new! It's blue!

New from **Holy Crap**, our **Blueberry Apple Blend**—made with BC blueberries grown on family farms in Pemberton, Pitt Meadows, and Abbotsford—is the perfect breakfast food. This slow-burning protein-rich rocket fuel leaves you satisfied until lunch.

A delicious combination of plant-based, raw, non-GMO, non-gluten, lactose-free, and kosher superfoods, we believe that **Holy Crap cereals** are about as good as it gets when it comes to healthy eating. Containing three plant-based superfoods—chia, buckwheat, and hulled hemp seeds—our cereals are loaded with plant-based protein, antioxidants, high-soluble fibre, iron, calcium, omega-3 and omega-6 essential fatty acids in perfect ratio, and plenty more.

On top of all that, our **Blueberry Apple blend** contains lightly sweetened and dried blueberries and cranberries, plus tasty apple bits. Blueberries are packed with phytonutrients and fiber, making them a great way to start your day.

Eaten with confidence by endurance athletes, space explorers, pregnant women, students, pilots, soldiers, business executives, and people everywhere, **Holy Crap** increases endurance and energy, reduces food cravings, and is the ideal food for running any marathon—whether that marathon is getting through a busy day of work or running across the Sahara Desert.





Craft Coffee



Proprietary blend of Canadian certified organic coffee.

Founded in 2015, **Beachcomber Coffee** is an award-winning craft coffee company based on the Sunshine Coast in beautiful British Columbia!

Based in Gibsons and roasted in Vancouver, **Beachcomber Coffee** represents everything great about the Sunshine Coast lifestyle—we produce a proprietary blend of coffee:

- ▶ Certified Organic,
- ▶ Certified Fairtrade,
- ▶ Certified Kosher,
- ▶ and Certified Halal.

What makes **Beachcomber** stand out is that we don't offer an overwhelming selection of different blends and roasts. Instead, we put all our time and energy into our one unique blend with focused appeal for the daily Canadian coffee drinker.

One unique blend is perfect for the
daily Canadian coffee drinker.



Like wine, there's a scoring system for great coffees.

Beachcomber was ranked 91/100 from the specialty coffee experts at Coffee Review.

It's not just a coffee, it's a lifestyle...



And hey, we said we were award-winning, didn't we? Here are some of those!

▶ 2016 GOLDEN BEAN NORTH AMERICA
Bronze in Espresso.

We entered our signature blend in 2nd GBNA Awards and took home Bronze in the Espresso category.

▶ 2016 SMALL BUSINESS BC AWARDS
Top 5 Premier's People's Choice.

We made the top 5 in the annualy SBBC Awards here in British Columbia. This was an award recognizing our loyal community of customers.

Take a few minutes to check out our video at
www.vimeo.com/beachcomber/coffee!



Cricket Protein



Very first consumer-focused cricket protein!

Based out of Vancouver, BC, **Coast Protein** offers two lines of cricket based protein products: **bars** and **powders**. On the forefront of bringing new alternative proteins to North American, operations launched nationally in 2016.

Crickets, like most insects, are incredibly sustainable and nutritious. **Coast Protein** is about real food: delicious, nutritious, made from easily-recognizable ingredients, and without artificial flavours, sweeteners, and preservatives. All our products are naturally dairy-, gluten-, and soy-free.

Our original product line of **cricket protein bars** have been launched in



over 50 stores in Vancouver and across the USA and Canada through our e-commerce platform. The current lineup of flavours includes Dark Chocolate Raisin, Cranberry, and the crowd-favourite Peanut Butter.

Our **protein powders**—available in Vanilla, Chocolate, and Peanut Butter—launched in September 2017 and have some of the cleanest ingredient decks you'll see of any protein powder in North America. They're great in smoothies or even just with a little nut milk.

More and more, we see customers outside our Vancouver base, with a lot of interest coming from Ontario and Alberta. Nutrition-focused individuals on the lookout for high-quality, convenient food are our favourite people.

A key part of a healthy, sustainable lifestyle.



Many of us are on the go non-stop these days, so it's not surprising that sometimes we need a little boost. The question is what are our healthy choices?

We believe the answer is **DōMatcha®**.

If you know matcha, you already know the key difference between the caffeine boost from matcha and that from coffee and energy drinks—thanks to L-theanine, matcha gives us a slow, steady, calm sense of alertness.

Matcha provides a sustained energy boost for up to 4 hours without the 'crash' following consumption of coffee and energy drinks. Typically, matcha contains far less caffeine compared to other sources—20-35mg versus 80-120mg per serving. All of this makes matcha a healthy, sustainable choice for your well-being.



*The Golden Leaf Awards
Best Matcha
Ceremonial Grade DōMatcha®*

Why choose **DōMatcha®**?

Sustainability is part of **DōMatcha®** heritage—you can expect nothing less from a brand that traces its lineage back to 1891 and the very first foreign trading company established in Tokyo, Japan. Our matcha is carefully cultivated, harvested, dried, and traditionally stone-ground in Kyoto by a supplier with over 300 years of experience in producing the very finest grades of powder.

Japanese tea master Mr. Kazunori Handa, whose knowledge and expertise has been passed down through generations of family for over 400 years, partners with us to ensure our matcha is properly blended and cared for from sprout to final packaging.

DōMatcha® is internationally certified by the Japan Organic and Natural Foods Association, certified Kosher, and gluten free.



EVERY Body NEEDS OMEGA-3s



OMEGA-3 FISH OIL
NORDIC  NATURALS®

#1 OMEGA-3 IN THE U.S.

