

# Hot products UPDATE

## SPECIAL ADVERTISING SECTION

Hot, new products that industry companies don't want you to miss.

### GROCERY



**TUNISIAN OLIVE OIL**  
Pure, 100% Tunisian Olive Oil is extraordinarily smooth, fruity and delicious—one of the most sought after olive oils in the world. For centuries, it has been purchased in bulk and used for blending with other oils. Now, American customers can experience the exquisite taste and aroma of 100% Tunisian Olive

oil in its pure, unblended state—just as nature intended. To learn more, visit [www.100percenttunisian.com](http://www.100percenttunisian.com)

### BREATH MINTS

VerMints, all-natural breath mints and pastilles made with USA homegrown-certified organic and natural ingredients, provide a refreshing alternative to other “not so natural” mints. VerMints are tasty, uniquely shaped lozenges that come in six pure, full-bodied flavors (PepperMint, WinterMint, GingerMint, Chai, Café Express, CinnaMint) and colorful contemporary tins. In addition to being certifiably all natural, VerMints have a pure taste with no artificial flavors, colors or sweeteners; are gluten and peanut free; are kosher certified (KSA); and are vegan. Three different size packages make VerMints a fit for every venue and price point. Contact Sean at 800-367-4442 or [sean@vermints.com](mailto:sean@vermints.com) and mention code VerWFM10 for a 10% discount. [www.vermints.com/pages/products.html](http://www.vermints.com/pages/products.html).



### FRUIT/VEGETABLE JUICES

RAAW Juices from **Raw Foods International, LLC** are 100% pure fruit and vegetable juices that are naturally delicious and healthy alternatives. These award-winning juices are packed with flavor, and do not include concentrates or added water, sugar, preservatives or artificial flavors. RAAW fruit and vegetable combinations today include: Cucumber Pineapple, Cranberry Ginger, Carrot Lemonade and Better Beets, and all provide nutritious benefits for health-conscious consumers. Refrigerated to retain their natural goodness, these fruit and vegetable juice combinations and the new flavors to come “are truly Rawsome indeed!,” says the company. [www.rawfoodsinternational.com](http://www.rawfoodsinternational.com)



### HONEY, NUT BUTTER

Rain Flower Pure Raw Organic Honey and Killer Bee Pure Raw Organic Honey are two recent additions to the **Once Again Nut Butter/Dawes Hill** product line. Both of these honeys are harvested from areas in the Amazon according to sustainable bee keeping and honey harvesting practices. All products and ingredients are organic, gluten-free, kosher and fair trade certified. [www.onceagainnutbutter.com](http://www.onceagainnutbutter.com)



### FLAX SEED

The Miller Family has been growing Golden Flax Seed for five generations in North Dakota. All **Premium Gold Flax** is 100% USA grown. The firm processes and packages its golden flax seed in a facility located on its farm in North Dakota. This is how Premium Gold Flax guarantees “point of origin,” the finest golden flax seed in the world. Available are Whole Golden Flax Seed, TCM finely ground (flour grade) golden flax seed and Dash O’ Flax – Golden Flax Seed flakes in a shaker jar for sprinkling on cereals, fruit, yogurt or salads. Says the company, “You must try our Golden Flax seed to enjoy the natural nutty taste and nutritional benefits.” Contact Premium Gold Flax for a free sample. (866)570-1234, [www.PremiumGoldFlax.com](http://www.PremiumGoldFlax.com)



### SUPPLEMENTS



### PROTEIN POWDER

**Bluebonnet Nutrition Corp.** now offers 100% natural dual-action protein powders. The supplement combines whey protein isolate, micellar casein and calcium caseinate, which offer amino acid support, purity and protection, says the firm. Varieties include: French Vanilla, Natural Original, Strawberry and Chocolate Flavors (all available in 1-lb and 2-lb canisters, and single-serving packets). And, all flavors excluding Natural Original flavor are sweetened with stevia. [www.bluebonnetnutrition.com](http://www.bluebonnetnutrition.com)

**MENOPAUSAL SUPPORT**

EaseFemin from **NaturaNectar™** is a women's supplement that naturally reduces menopause and perimenopause symptoms. The company says this product is the first natural menopause supplement that contains premium Brazilian red bee propolis (IsoFactor™), a new source of aglycone isoflavones. This polyphenol- and flavonoid-rich ingredient is said to offer relief from hot flashes, night sweats and irritability. Other ingredients include non-GMO fermented soy aglycone isoflavones, an herbal blend, calcium and vitamin D3. [www.easefemin.com](http://www.easefemin.com)



**SLEEP AID**

**Continental Vitamin Company** has just added Superior Source MicroLingual Slumber Helper to its list of product offerings. This natural herbal formula is said to support relaxation and sleep and contains no melatonin. The tablets eliminate hard-to-swallow pills, sprays or liquids, and dissolve in about fifteen seconds or less, thus promoting absorption. [www.superiorsource1.com](http://www.superiorsource1.com)



**CRANBERRY, PROBIOTIC, ESTER C**

**Solgar** introduces CRAN FLORA with Probiotics Plus Ester-C Vegetable Capsules. This formula delivers a blend of concentrated cranberry powder, *L. acidophilus* and Ester-C to help support urinary, intestinal and immune health, the company says. According to Solgar, "CRAN FLORA provides the equivalent of 40,000 mg (40 g) of fresh cranberries without the calories of juice!" [www.solgar.com](http://www.solgar.com)



**PERSONAL CARE**

**PARABEN-FREE SKIN CREAM**

**Sun Chlorella USA** is now the maker of Sun Chlorella Cream. This skin cream is paraben-free, made with a purified water base, contains several botanical extracts and is propylene glycol-free. Says the company, "Beauty comes naturally with Sun Chlorella Cream's antioxidant-rich, paraben-free formula that protects and nourishes skin." The cream's key ingredient is a superfood-based, nucleic acid complex that supports cell rejuvenation and repair. [www.sunchlorellausa.com](http://www.sunchlorellausa.com)



**ANTI-IRRITANT SKIN GEL**

**Reviva Labs, Inc.** has re-introduced Willard Water Anti-Irritant Gel, which provides relief for minor- and sun burns. The gel is available in a 4-oz bottle, is clear and non-scented. The product also features alluring packaging and now contains Aloe and Castor Oil. [www.revivalabs.com](http://www.revivalabs.com)



**CHILDREN'S TOOTH GEL**

**Xlear Inc.**, has launched its strawberry-banana-flavored Spry Tooth Gel. The gel is all natural, sweetened with 100% xylitol and is offered in a 2.0-oz. tube. According to the firm, this product is sugar and fluoride free, and unlike most traditional toothpastes on the market, is not harmful if swallowed. P.O. Box 970911, Orem, UT 84097, [www.xlear.com](http://www.xlear.com)



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