

Hot products UPDATE

SPECIAL ADVERTISING SECTION

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

SUPPLEMENTS

IMMUNE HEALTH

Better tasting and more concentrated than original Avé™, AvéULTRA™ from **American BioSciences** is the "next generation" in natural health. This advanced formulation of Avemar (fermented wheat germ extract) supports healthy cell metabolism, rejuvenates aging immune systems and normalizes imbalances in immune function. Research conducted with Avemar has resulted in over 30 peer-reviewed medical journal articles. Now, one of the most effective and researched natural supplements works and tastes better than ever! FREE SAMPLE packet and research: (888) 884-7770, www.AmericanBioSciences.com



CONCEPTION AIDS

The FertilAid supplement line from **Fairhaven Health** was developed by a leading fertility expert and ObGyn to optimize fertility naturally while delivering the essential nutrients women and men need to enhance conception odds. FertilAid for Women contains a complete prenatal vitamin formula (including folic acid) and herbs like vitex to regulate hormonal balance and improve reproductive health. The men's formula includes the amino acid l-carnitine and an array of vitamins, minerals and antioxidants to help improve low sperm count and motility. (360) 543-7888, www.FairhavenHealth.com



GROCERY

SALAD DRESSINGS

Briannas Salad Dressings deliver the bold flavors and all-natural ingredients your customers are craving. Produced "home-style" in small batches with family-owned care, Briannas features six unique, award-winning flavors: Real French Vinaigrette, Rich Poppy Seed, Dijon Honey Mustard, Blush Wine Vinaigrette, Saucy Ginger Mandarin and Classic Buttermilk Ranch. In portion-control packets, they're the perfect way to stimulate salad sales and drive repeat traffic. www.allnaturalbriannas.com

BRIANNAS®
All Natural Ingredients

GLUTEN-FREE BREAD CRUMBS

Kinnikinnick Foods introduces a new line of gluten-, dairy- and nut-free Panko Style Bread Crumbs that in early taste tests has been praised for their exceptional flavor, freshness and versatility not only by people following a special diet, but also by mainstream consumers as well. Kinnikinnick Panko Style Bread Crumbs are one of many great products in its line also including breads, bagels, buns, muffins, donuts, waffles, pizza crusts and mixes. (877) 503-4466, www.kinnikinnick.com



GLUTEN-FREE ICE CREAM CONES

Now you can enjoy the ice cream and the cone, too...gluten free. Discover the **Goldbaum's** breakthrough of Gluten-Free Ice Cream Cones that have a crispy, delicious taste and rich flavors. Shopper will enjoy the selection of Vanilla, Sugar, Chocolate and Cocoa in Regular Cups, Jumbo Cones or Waffle Bowls. The line is GMO free, kosher certified, low calorie and dairy free. (718) 633-3714, www.goldbaums.com



GLUTEN-FREE COOKIE BITES

Cookie Bites are a gluten-free grab 'n go snack from **Kay's Naturals**. These cookies are unique because they do not have the usual high starch content of gluten-free products and are delicious with a great crunch. These low-glycemic Cookie Bites are ideal for the celiac, bariatric, diabetic and sports nutrition markets. Non-GMO and child-friendly, Cookie Bites are recommended by physicians nationwide. Demo kits are available upon request for retailers. We test all products for gluten before shipping. (320) 847-3220, www.kaysnaturals.com



100% TUNISIAN OLIVE OIL

For thousands of years, **100% Tunisian Olive Oil** has been revered for its smooth, sweet taste and fruity aroma. In fact, the secret behind many of the world's best-known brands of olive oil is 100% Tunisian olive oil. But why buy it blended with lesser oils when you can offer your customers this extraordinary oil in its pure, unadulterated state? Visit us at www.100PercentTunisian.com and pour on the sunshine™! info@100PercentTunisian.com



BEVERAGES

Fruit 66, is the nation's #1 selling drink of its kind in schools, according to the manufacturer. It is a low-calorie, highly nutritious, sparkling juice brand for kids. Created in response to poor beverage offerings that lack nutritional value and are highly caloric, each can is equal to one serving of fruit and has 95 calories per serving. Fruit 66 can be found in school cafeterias across the country as well as groceries and natural food stores nationwide. (866) 929-0066, www.fruit-66.com



CHICKEN/TURKEY BURGERS

Just in time for summer are All Natural Plainville Farms Turkey Burgers and FreeBird Chicken Burgers perfectly seasoned and ready for the grill. They are made from turkey and chicken that are humanely raised on family farms, vegetarian fed and never, ever administered antibiotics. Burgers are available in frozen retail packages and frozen bulk packs for foodservice. They are available in 4-oz and 5.3-oz portions. For more information, contact **Hain Pure Protein Corp.** at (800) 724-0206. www.plainvillefarms.com, www.freebirdchicken.com



ALMOND AND PEANUT BUTTERS

Omega-3 nut butters from **Once Again Nut Butter** are available in either organic or conventional almond butter or omega-3 organic peanut butter. The omega-3 comes from flaxseed oil. The Omega-3 Peanut Butter and Omega-3 Natural Almond were awarded the Kid Kritics seal of approval. The Omega-3 almond butters are milled smooth and no salt or sugar are added; just rich, roasted almonds mixed with flaxseed oil to give your body the omega-3 nutrients that it needs. The Omega-3 peanut butter is from Valencia peanuts milled with the skins on to naturally sweeten the peanut butter. No sugar or salt are added. Shoppers will enjoy the creamy rich flavor that not only tastes great, but also is very good for them. (888) 800-8075 www.onceagainnutbutter.com



GLUTEN-FREE FOODS

Hodgson Mill has earned and enjoyed your confidence in the quality of its all-natural products over the years. The company offers *strong promotional support to its retailers*. Your gluten-free customers will love Hodgson Mill's great-tasting products that are batch tested using an ELISA Gluten Assay test. The pancakes, pastas, desserts and more are not just for the gluten-free customer. Says the company, "Our passion is to make delicious and healthy foods!" (800) 525-0177 www.hodgsonmill.com



MISCELLANEOUS

NATURAL CLEANER

Introducing a cleaner that hates dirt and loves people. The ionator HOM™ from **Activeion** is a new cleaning appliance that converts tap water into ionized water, an effective dirt-lifting agent. It's an on-demand, on-the-go way to clean kitchens and bathrooms, bedrooms and playrooms. And, it works as well as, or better than, traditional cleaners – but without a chemical-related health warning label. With the ionator HOM™ and a faucet, you have a virtually endless supply of cleaner – with little to no ongoing costs. When used as directed, the ionator HOM kills 99.9% of harmful germs. The new ionator HOM: just charge it up, fill it up and clean it up. (866) 950-4667 www.activeion.com



PERSONAL CARE

NATURAL FEMININE HYGIENE

Natracare is a leading brand of organic and natural tampons, pads and liners chosen by women each month and the world's most sustainable and ethical choice in feminine hygiene. Show your customers you are future thinking and offer them a brand of integrity that delivers excellent performance and measurable environmental responsibility at a competitive price. (800) 796-2872 www.natracare.com



EAR CANDLES

Wally's Ear Candles are now for sale. Speak with a pleasant, knowledgeable sales representative when you buy direct at (800) 215-1566. Wally's is the *only* candle in America to feature an integrated filter tip, says the company. This is another example of how Wally's cares about the safety and satisfaction of its customers. Also check out Wally's world-famous Ear Oil and new Pet Oils, which help you care for yourself and your pets naturally! Set up a wholesale account at www.WallysNatural.com and save 10% on your order when you type NATURAL at checkout. (800) 215-1566



INSECT REPELLENT

What's the best way to protect against pesky critters? Over the past eight years, **EcoBlends** has satisfied thousands of customers with a toxin-free product called Eco-Blends Natural Insect Repellent. The well-proven formula of essential oils, soybean oil and wheat germ oil with vitamin E has quickly gained popularity in health food stores – some of them selling in excess of 20 cases per season, with a 40% margin. For more information on how you can get product on the shelf while demand is high, call (706) 991-9811 www.ecoblends.com



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