

Hot products UPDATE

SPECIAL ADVERTISING SECTION

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

SUPPLEMENTS

GREEN COFFEE EXTRACT, WEIGHT MANAGEMENT

New from **Life Extension**® is **CoffeeGenic™ Weight Management™** with Green Coffee Extract (Item #01707). This Green Coffee Extract (GCA™), from organically grown green Arabica beans, is standardized to 50% chlorogenic acid. In a recent study, 350 mg of this Green Coffee Extract taken daily before meals resulted in weight loss of over 17 pounds on average in 12 weeks.¹ And 400 mg of it induced a 24% drop in after-meal blood sugar within 30 minutes.² This supplement should be taken in conjunction with a healthy diet and regular exercise program. Results may vary. *To receive additional 20% discount, call (888)884-3657 and use Marketing Code: AVB301A.* www.LifeExtensionRetail.com/partners



For a complete list of ingredients, trademarks, cautions, references, dosage and use, please visit www.lifeextension.com.

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



PLANT-SOURCED MINERALS

Plant-Sourced Minerals™ from **Natural Vitality** are a purified water extraction of soluble plant-derived minerals. Includes naturally occurring humic and fulvic acids, polysaccharides, lipids and other valuable nutritional cofactors. PSM delivers a complex of more than 70 plant-based, small-particle, bioavailable life-sustaining trace minerals in an easily digested and assimilated form. Vegan, gluten-free, GMO-free. Available in 16-oz liquid concentrate and vegan capsules. www.naturalvitality.com

SUPPLEMENTS LINE

Advanced Nutrition by Zahler offers a line of nutritional supplements that includes: MasterMind (comprehensive mood/energy formula), UTI Revolution (urinary support), BioDophilus (high-potency probiotics), PAS Formula (stress support), Abreve (cold and flu defense) and Omega 3 Platinum (fish oil). www.zahlers.com



JOINT CARE COMBO



Heel USA now offers Traumeel joint care tablets and ointment in a combo pack. "By putting both products together in one box, we make it easier for consumers to get better pain relief without painful side effects," said Cliff Clive, CEO. The combination provides a cost savings to shoppers.

www.heelusa.com

BRAIN/MEMORY SUPPORT

Jarrow Formulas launched a supplement for brain and memory health. MagMind uses a form of magnesium (magnesium L-threonate of Magtein) that supports increased magnesium levels in the brain. Increasing brain magnesium levels supports learning, working memory and short and long-term memory in the young and aged. www.jarrow.com



BIOTIN

Solgar Biotin 10,000 mcg offers ultra support for skin, nails and hair. The company calls this formula "our most potent biotin supplement ever." Biotin promotes healthy skin, nails and hair, and supports energy production. The supplement is kosher certified, vegetarian and free of gluten, wheat and dairy. www.solgar.com



COLD/FLU SUPPORT

New to the **Wakunaga of America** line is Moducare CF. Intended for cold and flu support, the supplement offers benefits to the immune system with Kyolic Aged Garlic Extract, vitamin C, zinc, astragalus, echinacea and a potent mushroom complex. www.kyolic.com



OVULATION SUPPORT

Fairhaven Health now offers OvaBoost, a supplement designed to help improve egg quality and optimize ovarian function for trying-to-conceive women. Formulated by medical experts, OvaBoost combines three key ingredients that are known to improve egg quality: myo-inositol, folic acid and melatonin. www.fairhavenhealth.com

MULTIVITAMIN

American Health introduces the More Than a Multiple Essentials line. Each formula provides whole food based nutrition with over 40 vitamins, minerals, phytonutrients and whole food concentrates. Target formulas include More Than a Multiple with Energy Essentials, with Cardio Essentials, with Vision Essentials and with Brain Essentials. www.americanhealthus.com



SUPPLIER

MOOD/COGNITIVE SUPPORT

P.L. Thomas & Co, Inc. now offers Zembrin *Scelletium tortuosum* extract. This patented, standardized and clinically studied extract of *Scelletium tortuosum* (known by the San people of South Africa as "Kanna") offers stress-relieving, mood-enhancing effects and anxiety/cognitive support. The ingredient can be used by nutraceutical and functional food and beverage producers. www.plthomas.com



GROCERY

CHIA SEEDS

Barlean's now offers Chia Seeds that are 100% organic, kosher and non-GMO. The company says this vegan product is a great source of protein and contains five grams of dietary fiber and about 3,000 mg of omega-3s per serving. Barlean's suggests adding the seeds to oatmeal, cereals, smoothies, juices and salads. www.barleans.com



PERSONAL CARE

ALOE MOISTURIZER

Dr. Willard's introduces Dr. Willard's Aloe Gel, a daily moisturizer, sun burn reliever and after or pre-shave conditioner. This product incorporates Dr. Willard's original nutrient-rich water and pulp from the aloe plant to make a rehydrating moisturizer. www.drwillard.com



MISC

ODOR NEUTRALIZER

Kanberra Gel is an all-natural blend of Australian tea tree oil and lemon-scented tea tree oil that dispels the natural antiseptic properties of the oils through evaporation. As the air circulates and lands on the source (the mold, mildew, etc.), Kanberra Gel neutralizes and eliminates problems and odors. Effects can last up to 45 days. www.kanberragel.com

