

# Hot products UPDATE

## SPECIAL ADVERTISING SECTION

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

### SUPPLEMENTS

#### VEGAN MULTI

**MegaFood** Vegan Daily™ is a new foundational multivitamin and mineral formula designed for those who follow a plant-based vegan or vegetarian diet. Each serving provides 100% daily value of specific FoodState Nutrients™ that are important for vegans to supplement for optimal health. Vegan Daily is certified vegan, gluten free and is tested free of pesticides, herbicides and soy. [www.megafood.com](http://www.megafood.com)



#### SPORTS NUTRITION

New from **Bluebonnet Nutrition** is Extreme Edge, three supplements intended for body-builders, strength-trained athletes and endurance athletes. The system combines pre-, during and post-exercise supplements. All are Certified for Sport by NSF and free of any banned substances. [www.bluebonnetnutrition.com](http://www.bluebonnetnutrition.com)

#### JOINT HEALTH

**Solgar** No. 7 is a seven-ingredient supplement intended to show improvement in joint comfort within seven days. This once-daily alternative to glucosamine brings together bio-active nutrients that increase joint mobility, flexibility and range of motion. Says the company, "Solgar No. 7 helps get active consumers back on track...fast." [www.solgar.com](http://www.solgar.com)



#### PLANT-SOURCED B AND C COMPLEX

**Natural Vitality** introduces VITALITY B Complex and C Complex, two plant-sourced vitamins that are part of the company's Foodicetals line. These farm-to-capsule supplements are organically grown in soil, not "grown" in a lab. They come with cofactors that occur naturally in plants and which protect the vitamins and enhance their activity. Both these products are Non-GMO Project verified. Vegan capsule. Available only from Natural Vitality (800)446-7462. <http://naturalvitality.com>



#### VEGAN DIGESTIVE AID

**MegaFood** Vegan-Ease™ has been specifically formulated to ease the digestion and assimilation of key nutrients for those following a plant-based diet.\* Vegan-Ease is a convenient one-tablet formula comprised of 13 plant-based enzymes, which aid in the breakdown of high-fiber foods and plant-based protein sources such as beans, nuts, hemp and grains.\* This formula is ideal for those seeking digestive comfort and optimal benefit from their plant-based diet.\* [www.megafood.com](http://www.megafood.com)





### OMEGA

Jarrow Formulas launched PhosphOmega, a naturally bound phospholipid-omega-3 fatty acid complex. PhosphOmega is sourced from the pristine waters of the North Sea and derives from fish after the unbound omega-3 oil has been pushed out. PhosphOmega has undergone testing for toxins like heavy metals and PCBs. [www.jarrow.com](http://www.jarrow.com)

### NUT OIL

The AMA and USDA recommend a handful of nuts every day, as nuts contain many essential fatty acids along with plenty of vitamins and minerals that provide numerous health benefits. Yet most people do not eat nuts regularly, thus their bodies are not getting the essential fatty acids which can lead to countless health problems. Part of the Dr. Baker Says brand, Nut Oil Complex, (MSRP \$19.95, 60 soft gels) from Soft Gel Technologies combines all the nutrients in a handful of nuts (300 calories) into two soft gel capsules at 10 calories. Call (877) NUTOILS or visit [www.dr.bakersays.com](http://www.dr.bakersays.com)



### IMMUNE HEALTH

Effer-C Elderberry from NOW Foods is an effervescent drink mix powder pack that contains 1,000 mg of vitamin C plus antioxidants and CoQ10 for energy and immune system support. It is made with BetterStevia and xylitol to keep the mix sugar free. The product is packaged in individual servings. SRP: \$12.99. [www.nowfoods.com](http://www.nowfoods.com)

### VEGAN B12

Vegan B12™ from MegaFood offers ideal potencies of FoodState vitamin B12 along with vitamin B6 and folate to enhance the body's natural energy stores, mental alertness and overall well-being.\* This convenient one-tablet formula is ideal for those on a plant-based diet, or those over the age of 50, who may be experiencing a low dietary intake or assimilation of these key nutrients. [www.megafood.com](http://www.megafood.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.*



## GROCERY

### MUSHROOMS

FungusAmongUs® introduces a new, upscale Display Shipper that holds 60 new, consumer-friendly, 1/2 oz. dried mushroom packages. The Display Shipper program allows you to mix and match from nine delectable varieties of organic mushrooms. This encourages your customers to try new varieties and allows you to meet the specific needs of your consumer base. Choose from: Mushroom Medley, Maitake, Chanterelle, Porcini, Crimini, Portobello, Shiitake, Black Trumpet and Oyster. Great profit! Contact Lynn Monroe: (360)568-3403 [sales@fungusamongus.com](mailto:sales@fungusamongus.com) [www.fungusamongus.com](http://www.fungusamongus.com)



## SPORT COOKIES

Undeclared Sport Cookies (from **BeUndeclared Sport Nutrition**) are 100% all natural, vegan, non-dairy and delicious. They contain five low-glycemic, organic carbohydrates (Short, Medium, Long Chain), pea protein, coconut oil, barley, alfalfa and electrolytes from real salt. An excellent source of vegan DHA, they are great as a pre-event meal, post-event recovery meal, a diet meal replacement or as a high-energy snack for endurance athletes. YOU. GO. BE. UNdeclared. [www.beundeclared.com](http://www.beundeclared.com)



## DULSE

**Eden Foods** hand harvests its Organic Eden Whole Leaf Dulse, a red sea vegetable and algae, off the island of Grand Manan, New Brunswick. Eden says the island is where the thickest, darkest and richest dulse grows. During harvesting and drying, extra care is taken not to disrupt nearby ecology or take more than a sustainable yield. Eden Foods suggests using dulse in salads, sandwiches, soups, stir-fries and baked goods. [www.access.edenfoods.com](http://www.access.edenfoods.com)

## PERSONAL CARE

### EYE CREAM

New from **derma e** is Evenly Radiant Dark Circle Eye Crème. Formerly known as Eye Bright Dark Circle Crème, this product now has a new name and an enhanced, more effective formula containing skin-brightening madonna lily, bearberry and niacinamide. Enriched with antioxidants green tea and Pycnogenol, this crème helps reduce the look of aging, puffiness and dark circles for brighter, rested and radiant eyes. [www.dermae.com](http://www.dermae.com)



### TEENS/TWEENS SKINCARE

**Dolphin Organics** has expanded its offerings with the DO Naturals line for teens and tweens. The line is 100% natural and hypoallergenic. The line includes a shampoo, conditioner, detangler, body wash and moisturizer in Just Berry natural fragrance. Mineral sunscreens (SPF 32, 50) are also available. [www.dolphinorganics.com](http://www.dolphinorganics.com)

## RAW MATERIALS

### COGNITIVE HEALTH

**Lonza** has launched the Memree line containing soy-based phosphatidylserine (PS). Both MemreePS and MemreePlus are intended for cognitive health applications, but MemreePlus also supports healthy cortisol levels for stress support. Both ingredients come in liquid and dry forms. [www.memree-ps.com](http://www.memree-ps.com)

