

# Hot products UPDATE

## SPECIAL ADVERTISING SECTION

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

### SUPPLEMENTS

#### BRAIN HEALTH

Jarrow Formulas' MagMind™ (Magnesium L-Threonate, or Magtein™) is the only form of magnesium that has been shown by promising research to readily cross the blood-brain barrier and provide significant positive effects on cognition, memory and brain health.\* MagMind may also improve relaxation and sleep quality.\* Emerging research shows that increasing the brain magnesium level supports learning, working memory, as well as short- and long-term memory in the young and aged. [www.jarrow.com](http://www.jarrow.com)



#### RELAXATION

Physical tension and anxiousness diminish our ability to handle life's daily challenges. Tension Release from MegaFood is a combination of botanicals and medicinal mushrooms that have been traditionally and scientifically shown to quickly promote a sense of relaxation and clarity by releasing tension from the body.\* The superior longevity tonic, reishi antler mushroom together with calming herbs, skullcap and lemon balm, make Tension Release an effective, yet gentle formula.\* [www.megafood.com](http://www.megafood.com)

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

#### IMMUNE SUPPORT

Ester-C® 1000 mg Effervescent Powder Packets from American Health® deliver 24-hour immune support plus potent antioxidant activity in a once-daily serving.\* It provides B vitamins for energy metabolism, electrolytes for metabolic hydration, and the natural orange flavor tastes great!\* And because it's Ester-C®, once a day is all your customers need. Ester-C® Effervescent delivers the loyalty to health food you expect, with the everyday 40% margin you need. Trust your immune sales to the #1 Selling Vitamin C Capsule and Tablet Brand^ – Ester-C®, The Better Vitamin C®. Nothing else works like it. [www.americanhealthus.com](http://www.americanhealthus.com)

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

^Based on SPINS data for 52 weeks ending 2/18/12 (dollars)



#### GLUTEN-SUPPORT ENZYME

Eat gluten and wheat foods again with Gluten Guard from TriMedica! This unique enzyme formula effectively targets the causes of gluten sensitivity so you no longer get that sleepy, bloated feeling after eating! Don't eat gluten? Then, Gluten Guard is just what you need to keep protected from those hidden gluten dangers that lurk at your favorite restaurant or in your favorite snacks. Protect yourself now with Gluten Guard! Get your free sample and research today: (800)800-8849, [www.TriMedica.com](http://www.TriMedica.com)

#### ADRENAL SUPPORT

Healthy adrenals provide the foundation for healthy sleeping patterns, a stable and harmonious emotional outlook and the ability to take stressful situations in stride. MegaFood Adrenal Strength is a nourishing whole food and herbal formula skillfully crafted to support healthy adrenals and provide you with a strong foundation for a healthy stress response.\* Taken daily, Adrenal Strength will help increase your resistance to fatigue and tension and improve energy levels.\* [www.megafood.com](http://www.megafood.com)

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### MALE LIBIDO SUPPORT

Men should not suffer with decreased libido or performance simply because they are getting older. It is prudent to take a supplement to naturally enhance sex drive and performance with no known side effects. **Vita Logic's Male Bido** when taken over time naturally helps restore sex drive as well as enhance performance. Male Bido uniquely combines adaptogenic herbs ginseng and rhodiola to support stress response with an emphasis on testosterone supportive fenugreek and other cardiovascular tonic antioxidants, including garlic and grape seed extract. [www.vitalogicvitamins.com](http://www.vitalogicvitamins.com)

### OMEGAS

PhosphOmega® from **Jarrow Formulas** is a complex of phospholipids and the essential omega-3 fatty acids EPA and DHA, 40% of which are supplied bound to phospholipids for greater bioavailability. The product is derived from North Sea sand eel (*Ammodytes tobianus*). The fish are caught in the pristine waters of the North Sea and The International Fish Meal and Fish Oil Organization has granted our supplier a Certificate of Responsible Fishing, indicating that the fish were caught according to the "global standard for responsible supply." [www.jarrow.com](http://www.jarrow.com)



### WOMEN'S MULTI



Women Over 40 One Daily from **MegaFood** was specifically formulated to support the health and vitality of women in their most powerful years of life. This formula provides the daily recommended intake of all the B vitamins, vitamins C, D3 and iodine to promote immune health and optimal well-being.\* Also included are certified organic botanicals red clover blossoms and saw palmetto berries to maintain a healthy hormonal balance, while sacred basil leaf and ashwagandha root promote thyroid health and a positive outlook.\* MegaFood Women Over 40 One Daily is a convenient one-tablet formula that is easy-to-digest, even when taken on an empty stomach. [www.megafood.com](http://www.megafood.com)

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### COCONUT OIL

**Health Support's** Raw Unrefined Organic Coconut Oil is of the finest quality worldwide, says the company. Coconut oil has been studied in Alzheimer's disease patients. When medium-chain triglycerides (MCTs), the active ingredient in Coconut Oil, are metabolized by the body, they not only protect against the incidence of Alzheimer's, but may actually reverse it (Source: Alliance for Natural Health - USA, Industry Science Journal 2012). Coconut oil has many purposes: weight loss, energy, digestion, anti-aging benefits, moisturizing dry skin, make-up removal and on the diaper area (external) of babies. For cooking, it makes a delicious oil and great shakes. Health Support's Raw Unrefined Organic Coconut Oil is the only oil in the world you can use for both internal and external uses. [www.healthsupportyou.com](http://www.healthsupportyou.com)



### VEGETARIAN OMEGA



**Biotivia Biocuticals Company** now offers Green Omega 3 (GO-3), a plant-based vegetarian omega-3 supplement with pure DHA made from clean Swiss fresh-water Algae. GO-3 also includes Salba oil, cranberry oil, resveratrol and green tea extract to optimize efficacy and potency for brain and cardiac health. According to the company, sesame lignan directs the omega oils to where they are needed, and beeswax provides a natural time-release effect for increased bioavailability. GO-3 is packed in advanced all vegetable Pfizer V Licaps, which, keep out oxygen, light and other contaminants that can destroy the potency of fish oil products. Green Omega-3 has a shelf life of two years. [www.biotivia.com](http://www.biotivia.com)

## GROCERY

### VEGAN SEAFOOD

**Sophie's Kitchen™** Vegan Seafood introduces two new products to its line of vegan seafood products: Vegan Crab Cakes and Breaded Vegan Scallops, Gluten and Soy Free. The product line features Konjac, a traditional Asian Superfood, which is naturally low in calories and high in fiber. It is perfect for vegans, vegetarians, those allergic to seafood and those who want add plant-based foods to their diets. Aggressive advertising, PR and social media drive sales to your store. [info@sophieskitchen.net](mailto:info@sophieskitchen.net), [www.sophieskitchen.net](http://www.sophieskitchen.net)

