



CHOICES'

Monthly Newsletter | February 2022

It Starts with **THE HEART**

Checking Your Heart

Fun Facts **About Fibre**

The Dish on Chili Peppers

the grape vine



Happy Valentine's Day

Some people consider February 14th the most romantic day of the year. Here at Choices, we've got everything you need to help make that a reality. From Fairtrade chocolates and body care products to artichoke hearts and strawberries, you'll find it all. Check out our online store at shop.choicesmarkets.com to see everything we have for your sweetheart.



Star of the Season

Every year during the holiday season, Choices runs a fundraising campaign in support of local neighbourhood houses and food banks across Metro Vancouver, the Fraser Valley and the Okanagan. We'd like to thank our customers for donating to our annual Star of the Season Campaign and helping to make it an incredible success. In total, we were able to raise over \$54,000, with 100% of donations going to our local community members who need a little help over the holidays. We hope you'll contribute again next year.

ENTER TO WIN

Win a Sisu Yoga Set

10 Prizes to be Won!

Courtesy of Sisu

Valued at \$100

Let Sisu Be Your Guide to Wellness. Sisu has been crafting nutritional supplements for Canadians for over 35 years.



Skill Testing Question:

$(56 - 18) \times (25 - 13) =$ _____

Name: _____

Phone Number: _____

Choices Location: _____

Contest open from February 1 to 28, 2022. One entry per person. All entries must have the skill testing question answered correctly to be valid. Employees of Choices Markets and their family members are not eligible. The prize must be accepted as awarded, no substitutions will be made, cash or otherwise. No cash value if prize is not claimed or used fully. Winners consent to the release of their names (and photo when applicable) by Choices Markets for publicity purposes.

Entries can be dropped off at any Choices location. There can be no repeat winners for throughout 2022.

the Dish

On Chili Peppers



In the midst of winter, sometimes we could all use a little heat. Since most of us in BC can only dream of tropical locations right now, we'll have to make due with a little S.H.U (that's Scoville heat units, to you!) in 1912, Wilbur Scoville began quantifying the heat in peppers, lending his name to the heat unit scale we use today. The heat of a pepper is directly related to the amount of a natural



occurring chemical found within called capsaicin. This compound, in purity, is highly irritating. That irritation is what gives us the sensation of heat. It's also what makes pepper or bear spray so dangerous!

The Scoville scale categorizes all peppers based on their level of heat. In moderation capsaicin causes the brain to produce endorphins, which is why we enjoy eating peppers despite the heat. Some people can't handle the heat though. You can slowly build up a tolerance by eating incrementally larger amounts of chili peppers, but sometimes your digestive system will rebel before your tongue does.

Although originally from today's Mexico, the chili has conquered the world. Fresh, dried, in sauces or pastes, the chili pepper has dominated the world. From stir fry, to Kung pow chicken, to hot wings, to Indian curries to Arrabiata sauce, it seems like every cuisine with a warm climate has their own chili pepper based specialty.

The spice of a chili pepper is concentrated in the seeds and the pith. By removing it, you can help control the level of spice. When processing fresh chilies, especially habanero peppers or hotter, be sure to handle with care. Wearing gloves can help, but be sure to wash your hands very thoroughly once finished prep work either way. Never touch your eyes or other soft tissues until you have really gone to town with the soapy water. This goes just as much for dried chilies, flakes or powders, so always take care.



I love spicy food, and use it in all its forms. Fresh, dried, fermented pastes, hot sauces, flakes, powdered and pickled. My favourite chilies are the mild to medium varieties, as I like the balance of heat to flavour. If a chili is super high on the Scoville scale, the heat can overwhelm your taste buds and you aren't able to taste the true flavour of the pepper. Something like a Carolina reaper or Trinidad scorpion only takes a small dab to overwhelm any other flavour. On the other hand, chili de Arbol, tabasco, Calabrese, serrano, jalapeno, poblano and many more peppers can be the main star of a dish, really letting the unique fruity and floral characteristics of a good pepper shine. Try roasting or poaching a hot pepper in oil to really bring the scent out and bring these unique flavours forward.



Chef Antonio's delicious creations are made fresh and on sale every day in the Choices Deli. Pick something up today for a quick lunch or a meal for the whole family.

Online Video Seminars



Thursday February 3rd, 2022
7-8:30pm

Let's Talk Celiac Disease and other Gluten Related Disorders!

with Jess Pirnak, BSc. RD

ONLINE ONLY

Confused about gluten? Do you need to be gluten free? Jess will break down myths & teach important considerations when going gluten free.

Free event. Register online at choicesmarkets.com/events. Details to join seminar will be available by email once sign-up is completed.

Wednesday February 9th, 2022
7-8:30pm

The Power of Positive Aging

with RoseMarie Pierce B.Sc. Pharm

ONLINE ONLY

Want to learn about holistic wellness & aging? RoseMarie will guide you through Prairie Naturals products that help at every stage of aging.

Free event. Register online at choicesmarkets.com/events. Details to join seminar will be available by email once sign-up is completed.

Thursday February 17th, 2022
7-8:30pm

Healthy Asian Cooking for the Heart

with Renee Chan, BSc., MS, MBA, RD

ONLINE ONLY

Did you know February is National Heart Health month? Join Renee to learn how you can improve your heart health in the kitchen!

Free event. Register online at choicesmarkets.com/events. Details to join seminar will be available by email once sign-up is completed.

Wednesday February 23rd, 2022
7-8:30pm

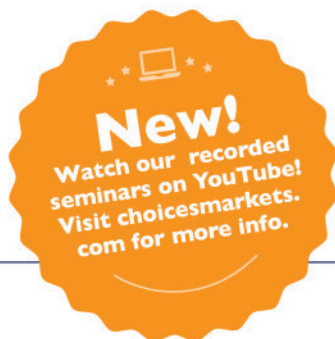
Stress Management: Lifestyle and Supplementation Tips for a Better You!

with Dr. Rory Gibbons, ND

ONLINE ONLY

Join Dr. Rory as he guides you through navigating stress and how to manage it via lifestyle strategies and supplements to support from Canprev.

Free event. Register online at choicesmarkets.com/events. Details to join seminar will be available by email once sign-up is completed.



REGISTRATION DETAILS

To register for events, visit choicesmarkets.com/events.
For inquiries, please call 604.952.2266 or email eventregistration@choicesmarkets.com.

Choices Markets Nutrition Department Disclaimer Statement: The views and opinions expressed by the presenter do not necessarily represent those of Choices Markets and its employees. Choices Markets is not responsible for and does not verify the accuracy of any of the information presented. The information presented does not constitute medical or other professional advice and is for education purposes only. Seminar schedules are subject to change. For the most current schedule, please visit www.choicesmarkets.com/events/

SAY CHEESE! Gruyere



Winter can be a challenging time when it comes to exploring the world through food. This is why preserving food is such a valuable skill and something that should be practiced whenever and wherever we are able. Cheese is a great example of this, and it doesn't have to be done at home! Simply wander down to your favourite Choices Markets and browse the selection of aged cheeses all ready for you to bring home to share with friends and loved ones.

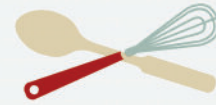
A fine example is Gruyere; some are aged in caves which provide exactly the right conditions of humidity and stable cool temperature to create the perfect cheese. Adhering to strict rules and practices, this traditional washed rind cheese is AOC protected meaning that if it isn't from Switzerland; it needs to be labeled and sold under different names to distinguish it from the real deal. Gruyere has a rich, creamy, nutty and salty flavour that brings a slice of summer sunshine to any plate. This great cheese even comes in a lactose free version making it shareable with nearly everyone.

Being a fairly dense cheese, it is great for slicing and eating as is, but where it really shines is once you melt it onto your favourite foods. A great addition to a cheeseburger or, you can go a step further and create a fantastic fondue, any way you choose to try it, it's sure to be a crowd pleaser.



Drew Baughman is a Red Seal Chef with over 7 years' experience in the food industry. He is a key factor in the running of the Choices Markets Kitchen. He loves great food, the outdoors and a good book.

COOK IT UP



Chicken Linguini with Gruyere Sauce

- 240g Linguini**
- 260g boneless skinless chicken thighs**
- 1 Tbsp flour**
- 3/4 tsp salt**
- 1/4 tsp coarse black pepper**
- 1 Tbsp butter**
- 1 tsp olive oil**
- 1 diced bell pepper**
- 1 diced red onion**
- 1 1/2 Tbsp diced garlic**
- 2 cups heavy cream**
- 1 tsp lemon juice**
- 120g gruyere cheese, grated**
- 6-8 leaves basil, thinly diced**

Cook pasta in salted water as per directions on package, reserve 1/2 cup of pasta water.

While water is coming to a boil assemble your other ingredients.

Mix the salt, pepper and flour together and sprinkle onto the chicken, rolling around to coat well.

Heat the olive oil and butter in a large frying pan on high heat until just below smoke point.

Sear the chicken on all sides and lower heat to medium high.

Add bell pepper and onion, cooking until onion starts to become clear.

Put in the garlic and deglaze with the reserved pasta water, stirring well to loosen the browned bits on the bottom of the pan. Pour in the cream and simmer for 4 to 6 minutes until thickened, don't forget to stir occasionally.

Check the largest piece of chicken to ensure it is fully cooked (74 C or above)

Mix in the lemon juice and 100 grams of cheese.

Once melted, add the pasta and mix well to cover all the noodles.

Served garnished with basil and the rest of the cheese.

FEBRUARY 1-15th ONLY

club specials



Barbara's
Cheez Puffs

2⁹⁹

155g - 198g

A family favourite, our deliciously cheesy and crunchy cheez puffs are the snack attack you will be happy to have.

Smart Sweets
Low Sugar Candy



2⁹⁹

50g

Kick sugar, keep candy.



Galerie Au
Chocolat
Organic
Fair Trade
Chocolate Bars

4²⁹

100g

For more than 35 years, we've created chocolates and confections that delight our customers with each decadent bite.



Happy Planet Organic
Grass Fed Milk

5⁹⁹

1.5L 2%

6⁴⁹

1.5L 3.5%

6⁹⁹

1.5L Cream Top
+deposit +eco fee

We searched for the best local farms and cows to bring you the finest organic, grass-fed, farm to table dairy products.



Silk Plant-Based
Beverages

2⁷⁹

473ml Creamers

4⁷⁹

1.75-1.89L

Milk Alternatives
+deposit +eco fee

Here at Silk, we believe in making delicious plant-based food that does right by you and fuels our passion for the planet.



Terra Breads
Premium
Granola

14⁹⁹

1 Kg

From day one in 1993, we've made bread using the best, carefully selected, sustainable and non-GMO ingredients with a healthy obsession for perfection.

Faith Farms Cheese



5⁹⁹

360g - 380g

An everyday favourite cheese made near Richmond, BC.



Earth's Choice
Organic Rainforest
Alliance
Certified Coffee

8⁹⁹

340g

Our bio-degradable packaging maintains coffee quality like standard coffee bags except it is a positive solution to reduce landfill accumulation.

Earth's Choice Organic
Tomatoes



2⁹⁹

398ml

3⁹⁹

796ml

Earth's Choice works with farmers that employ sustainable, organic farming methods to build strong roots and enrich soil quality.



Seventh Generation
Natural Dish Liquid
and Hand Wash

2⁹⁹

562ml Dish Liquid

4⁹⁹

354ml Hand Wash

We're redefining clean. Join us in nurturing the health of the next seven generations, and beyond.



Anita's Organic
Mill Whole Wheat
or Unbleached
Flour

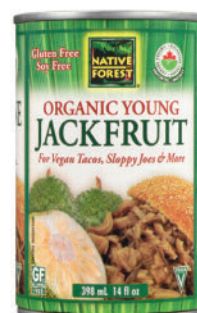
4⁹⁹

1kg

7⁹⁹

2Kg

Anita's works directly with Canadian farmers and mills grains right here in Chilliwack, BC.



Native Forest
Organic
Canned Fruits
& Vegetables

34⁹⁹-

5⁹⁹

Assorted Sizes

Canned tropical fruits to bring fun flavours into your home.

FEBRUARY 16-28th ONLY

club specials



GT'S Organic
Raw Kombucha

7⁹⁹

1.4L
+deposit +eco fee

The original kombucha brand
that began the craze!

Angie's
Boomchickapop Popcorn



3⁹⁹

125g - 198g

Our ready-to-eat
popcorn makes snack
time stand out!

Ritter Sport
Chocolate Bars



2⁴⁹

100g
Premium

2⁹⁹

100g
Nut Collection

What are you craving today? Ritter Sport has
a bar for that!

Nature's Path
Organic Love Crunch Granola



4⁹⁹

325g

8⁹⁹

700g

Crunchy granola
combined with
luxurious and
decadent ingredients
like chocolate,
berries and nuts.



Dairyland
Organic Milk

4⁹⁹

2L
+deposit +eco fee

Creamy and delicious
organic milk is great for
baking and other recipes.

Forager Project
Cashew Yogurt &
Drinkable Yogurt



5⁹⁹

680g Yogurt
828ml Drinkable Yogurt

Crafting plant-based
foods in California since
2013.

Sprague
Organic Plant-Based Soup



2⁷⁹

398ml

Plant-based,
ready-to-eat
soup for simple
healthy eating.



Ethical Bean Organic
Fair Trade Coffee

6⁹⁹

227g Ground

9⁹⁹

340g Whole Bean

Every delicious cup of Ethical Bean Coffee has
been crafted with one simple objective in mind:
to make the best fairtrade organic coffee on
the planet.



Nuts to You
Almond Butter

14⁹⁹

735g

Nuts to You Crunchy Almond Butter is made
with nothing but dry-roasted almonds. Yummy!

Gardein Plant-Based
Frozen Meat Alternatives

Select Varieties



4⁹⁹

190g - 390g

It's easy to eat
meatless with
Gardein's plant-
based recipes.

Komo
Plant-Based Frozen Lasagna
or Shepard's Pie



22⁹⁹

1.42kg

Plant-based eating is the future, and that
change can start with a single delicious bite.

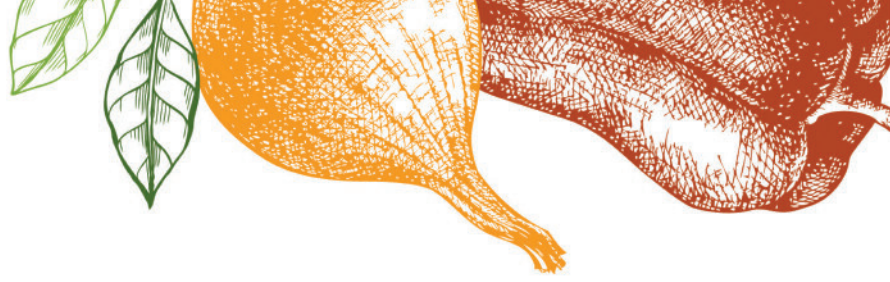
Rocky Mountain
Flat Bread Frozen Pizza



8⁹⁹

405g - 430g

From farm
to pizza, our
philosophy is
to use local
ingredients
whenever
possible.



With Gabe Ennis, Personal Trainer

Q Hi Gabe thanks for sitting down with us. We'd love to hear, can you tell us about your journey to becoming a certified personal trainer and strength coach?

A As early as 12 years old, I struggled with a negative body image, and shortly after, I developed an eating disorder and rapidly lost weight. It wasn't until a close family friend who I admired intervened and taught me about proper nutrition and weight training, that I was finally able to break out of that unhealthy place I was in.

For the next 11 years, I have continued my passion for fitness, turning something that was an insecurity of mine into a strength. As I learned more and grew, I helped those around me do the same. I became certified as a personal trainer at 18 years old and have continued training others since then. Since graduating from UBC, I realized that I wanted to follow my passion and work as a personal trainer and strength coach helping others achieve the same benefits I have received from resistance training and the pursuit of fitness.

Q Can you share with us what specifically drives you to do the work you do?

A I find motivation in helping people who feel helpless and confused in their fitness journeys, find their way to understanding fitness and gain confidence. Nothing is more gratifying than helping someone achieve their goals and seeing my client's hard work be rewarded.

Q For those of us that are new to strength training can you give us some advice on how we can get started?

A The great thing about resistance training is that it's never too late to start, and the benefits extend throughout all areas of your life. I recommend finding someone who is knowledgeable and who you trust, ideally a fitness professional, to help you get started and achieve the

best results. At the end of the day, you need to start somewhere. Don't be afraid because everyone was once in your position.

Q What is a common myth you hear when it comes to strength training?

A A common myth I often hear about resistance training is that in doing so, women might "become bulky" or somehow develop a less feminine physique. This unfortunate myth is incredibly harmful because it has the potential to dissuade some women from resistance training and the lifelong health benefits that come with it.

Q With February being Heart Health month what are some sustainable ways we can increase our fitness and improve our overall health?

A Get started with a simple workout program and train all major muscle groups 1-3 times per week to achieve the majority of benefits associated with resistance training. As it relates to heart disease, it can drastically reduce the risk of cardiovascular disease and all-cause mortality, with as little as an hour per week. Setting aside consistent times every week for fitness will help keep you strong, maintain metabolism, and decreases your risk of injury, chronic pain, and cardiovascular diseases.



Gabe Ennis is a Vancouver based certified personal trainer and strength coach. He has over 10 years of experience in sports and working in fitness. He helps men and women from all backgrounds and fitness levels achieve their fitness goals and build their dream physiques. Reach out to Gabe at gabeennis96@gmail.com if you are looking for fitness support!

Give Yourself a Little Heart Check— Physically and Emotionally

By Sharan Malhi, B.ASc, RHN

February is the month for love... love for body and yourself, your partner, and all those around you!

Physically

The heart is a muscular organ that pumps blood through the blood vessels of the circulatory system. Exercise keeps your heart pumping—just 20 minutes a day is the recommended minimum amount required to keep the heart muscle healthy and strong. Eating healthy for your heart is best achieved by eating foods that make you feel great and keep your body strong. Add these fresh, nutrient dense, heart-healthy foods to your next shopping trip:

- Leafy green vegetables are a great source of vitamin K, which helps protect your arteries and promote proper blood clotting.
- Berries are rich in antioxidants like anthocyanins, providing protection against oxidative stress and inflammation.
- Whole Grains are high in fibre and help reduce bad LDL cholesterol.
- Avocados are rich in potassium, a nutrient that's essential to heart health.
- Wild Salmon is high in omega-3 fatty acids, providing anti-

inflammatory properties.

- Walnuts are a great source of fibre and magnesium, copper, and manganese, all which support our heart and blood vessels.
- Garlic contains the compound allicin, shown to lower help total cholesterol.
- Green tea is high in polyphenols and catechins, both associated with lowering cholesterol, triglycerides, and blood pressure.

Emotionally

Have you felt your heart hurt when you're sad? This is your emotional connection to your heart. It is even more important for us to develop a healthy heart spiritually, so sit down and relax, check in and daily, and practice gratitude, forgiveness, and love.

- a) Keep calm and manage your stress.
- b) Establish healthy emotional connections with others.
- c) Authentically express yourself, work on letting go of bitter feelings.
- d) Do the things that set your soul on fire, find what brings your heart joy.

Five Fun Facts about Fibre

By Kelsey Moore, BSc. RD

We've all heard by now that fibre is good for us, but do you know why? Here are 5 fun facts about fibre!

1

Heart Health

Studies have shown that adequate daily intakes of fibre can help to decrease your cholesterol and blood pressure as well as lower your overall risk for cardiac events.

2

Our Microbiome

Did you know that some types of fibre, called dietary fibre, can be high in what's known as prebiotics? Prebiotics are a type of fibre that helps to fuel the good bacteria in our guts! Want to include more prebiotics to ensure you are feeling your gut bacteria? Think of adding in things like onions, garlic, leeks, bananas, sunchokes and more!

3

Regularity

Fibre can act as both a binder and increase stool bulk by allowing for the absorption of water. This means that fibre can help to both reduce diarrhea and constipation. Fibre can be a tricky one though as different types of fibre can support different digestive issues, so talk to your healthcare provider if you are having problems with regularity!

4

Regulates our Blood Sugars

A high fibre meal will help to slow the release of insulin. Which means, if you consume fibre regularly over time it helps to decrease your risk of developing type 2 diabetes.

5

Helps Keep you Full

Ever have a meal and find yourself hungry an hour later? Consider the fibre content. A meal low in fibre (as well as protein) will often lead to feelings of hunger quickly after finishing that meal. Good news though if you aren't sure if you're getting enough fibre try adding 1-2 servings of high fibre foods like vegetables, fruit, beans or whole grains to help meet your fibre needs.



Are you looking for healthy variety in your diet? Let the Choices Nutrition Team help.

Each month in our stores you'll find green labels on certain products, indicating our Dietitians' Top Choices.

Produce



Blue Jay Navel Oranges:

Getting enough fruits and vegetables in the winter months can be tricky. Vitamin C, which we get from many fruits and vegetables, is particularly important for your immune system, skin health and acts as an antioxidant. Did you know that as little as one orange per week can help you to meet your vitamin C needs? Luckily we carry delicious Blue Jay Navel oranges from Johnston Farms in California! Oranges make a great snack year round or a good addition to oatmeal with a bit of dark chocolate, yum!

Wellness



The Cultured Coconut:

Increase the diversity of your gut microbiome with this dairy-free probiotic food-source! In just one tablespoon of Cultured Coconut, you get 4+ trillion CFU which may help manage or prevent various diseases such as IBD, IBS, type 1 diabetes, obesity and other health concerns. These microbes can withstand our stomach acid, therefore are able to reach our intestinal area alive and active, and have a positive effect on our gut microbiome. You can add the Cultured Coconut into a smoothie, yogurt, cold overnight oats, juice, or on its own!

Grocery Gossip



Organic Traditions Beverages:

Have you tried Organic Traditions Macaccino Drink Mix? Macaccino is a blend of nutritious and tasty ingredients like maca root and cacao powder. The best thing about this blend? It's a source of magnesium! Magnesium is one of the more difficult nutrients to get enough of in our diet yet it's imperative for so many functions. Specifically, magnesium is important for muscle contractions, the nervous system, plays a role in DNA, and more! Try adding a scoop of Macaccino to your morning smoothie or have it as a hot beverage with your choice of dairy or non-dairy milk!



Natur-a Milk Alternative Beverages:

Natur-a dairy-free milk caters to diets such as lactose and gluten-free, low-sodium, and low-saturated-fat. Its soy beverage is a great alternative to cow's milk as it provides a higher protein content than their rice, almond and oat beverages. Each plant-beverage is fortified with vitamins and minerals such as calcium, and vitamin D which are important for bone growth and maintenance, mental well-being and supporting our immune system. Natur-a plant-milks come in a variety of flavours which can be used to cook oatmeal, pancakes, cookies and more!

Tasty Top Choices Recipe



Pumped Up Protein Mug Cake

**By D'Arcy Furness BA, RHN,
Choices South Surrey**

Take a meal, dessert or snack to the next level with this nutrient-packed sweet treat. High in protein, magnesium, calcium and fibre for guilt-free indulging!

- 1 large egg
- 1 tbsp butter
- 2 tbsp almond flour
- 1 1/2 tbsp Swerve granular sweetener
- 1 tbsp Kaizen Chocolate Whey Protein Powder
- 1 tbsp Organic Traditions Smoothie Mix Decadent Chocolate Coconut
- 1 tbsp Organic Traditions Cacao Powder
- 1 tsp unsweetened almond milk
- 1/4 tsp vanilla extract
- 1/2 tsp baking powder
- 1 tbsp Lily's sugar free chocolate chips (optional)

Melt butter in microwave safe ramekin dish or coffee mug with at least a 3 in diameter. Beat egg, add vanilla and almond milk, add to melted butter. Then add almond flour, sweetener, protein powder, cacao powder, smoothie mix and baking powder and mix into wet mixture with a whisk.

Cook in microwave on high for approximately 55 seconds. Cake is done when top is set. Don't overcook or it will dry out. Sprinkle 1 tbsp of Lily's sugar-free chocolate chips on top and spread like frosting once melted or serve with whipped cream.

FEBRUARY 1-15th ONLY

specials



New Roots Vitamin D3

19⁹⁹

30ml Vitamin D3 - 1000IU

25⁹⁹

30ml Vitamin D3 - 2500IU

Vitamin D3 is required for calcium absorption and many metabolic functions.

Nuvocare

Ketoplex Keto Nutrition

C8 MCT Oil, KetoCuts, and Collagen



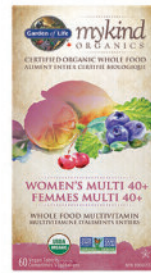
34⁹⁹

Assorted sizes

Promotes peak ketone levels for maximum improvement in lean body composition.

Garden of Life mykind

Organics Vitamins and Supplements



20% Off

Assorted Sizes

mykind Organics Women's Multi 40+ is brimming with 20 vitamins and minerals.



Innovite Vitamins and Supplements

20% Off

Assorted Sizes

Perfect for anyone looking to outmuscle muscle loss, especially vegans, lactose intolerant, those limited with mobility or those looking to easily build more muscle.

SierraSil

Joint Formula Supplements



20% Off

Assorted Sizes

SierraSil Joint Formula 14™ contains a pure mineral powder with essential minerals. Research shows SierraSil Joint Formula 14™ supports joint, cartilage and muscle function.

Natural Factors

Lutein & Astaxanthin Supplements



20% Off

Assorted Sizes

Lutein and zeaxanthin are carotenoid antioxidants that protect the lens and retina from damage caused by toxic free radicals and exposure to sunlight.



Dr. Bronner's Pure Castile Soap

11⁹⁹

473ml

Face, body, hair—food, dishes laundry, mopping, pets—the best for human, home, and Earth!

Now Solutions

Essential Oils & Body Oils



20% Off

Assorted Sizes

NOW® Solutions' natural carrier oils are a gentle, natural way to maintain smooth, radiant skin.



LACC

Natural Nail Polish

11⁴⁹

13ml

Founded in Vancouver LACC eco-friendly nail lacquers are 14 toxin-free, breathable & halal, gluten-free, paraben-free, cruelty-free and vegan.

Andalou Naturals & CannaCell Facial Care

25% Off

Assorted Sizes

Unlock the power of Fruit Stem Cell Science® and the illuminating qualities of Magnesium Ascorbyl Phosphateto promote skin radiance.



Organyc Feminine Hygiene



20% Off

Assorted Sizes

100% Certified Organic Cotton inside and out
Unsurpassed Absorbency
No chemicals, dyes, wood pulp or other junk

Essential Oxygen Oral Care & Hydrogen Peroxide

20% Off

Assorted Sizes

Essential Oxygen makes the cleanest and most natural oral care products available.



FEBRUARY 1-15th ONLY

specials

Schinoussa Sea Vegetables



48⁹⁹
270g

Schinoussa Sea Vegetables Berry Antioxidant from Quantum Nutrition is 100% natural plant-based ingredients and organic. This superfood is made with nine different kinds of pure sea vegetables and is exceptionally rich in phytonutrients, omega 3 and fibres. The berry label has 13 wildcrafted berries which make the optimal addition to your diet for antioxidant, anti-inflammatory and anti-ageing. It helps balance detoxifying your health system. Enjoy it with your breakfast, either mixed with water, smoothies or your favourite juice!

Skin Essence Organics Facial Care



20% Off Assorted Sizes

This rich facial moisturizer offers a deep hydration and has been formulated to effectively heal and improve the skin's overall texture and elasticity by uniting carefully selected, concentrated ingredients that reduce the signs of aging resulting in a healthy, even complexion.

For those who need a little extra moisture, we suggest applying E-Cream overtop of the Neroli for increased benefits and hydration.

Vitality Relax +



19⁹⁹
60tabs

All Vitality products, bottles and labels are manufactured within 60 kilometers of downtown Vancouver. Vitality creates small batch runs of vitamins & supplements, and never compromise on quality.

Relax+ is an effective herbal aid to provide fast relief from stress, anxiety, insomnia and interrupted sleep. It is low dose so can be taken during the day or at night to gently calm your mind, nerves and body. Relax+ uses cramp bark, a natural relaxant, to calm muscle tension and cramping.

Havn Life Mind Mushroom



45⁹⁹
90caps

With a mix of reishi, chaga, lion's mane and cordyceps mushrooms, Mind Mushroom is formulated as a source of antioxidants to fight against free radical cell damage and to balance the immune system.

Formulated as a source of antioxidants to fight against free radical cell damage and to balance the immune system. Our ingredients have also been used in Herbal Medicine as an adaptogen to increase energy and resistance to stress.

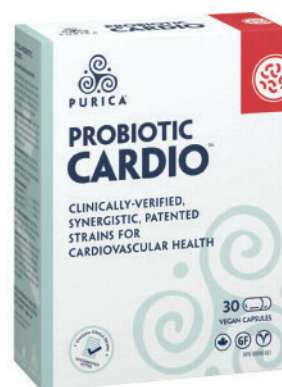
New Roots Chill Pills



22⁹⁹
30caps
39⁹⁹
60caps

New Roots Herbal Chill Pills is a synergistic herbal and vitamin "feel good" formula that brightens your mood and relieves stress, so you can calm down and concentrate. Chill Pills are nonaddictive. While working at the office or at home, Chill Pills will improve your focus, your interactions with people, and help you work more effectively.

Purica Probiotic Cardio



19⁹⁹
30caps

Our synergistic Cardio blend brings together three clinically-researched strains (Lactobacillus plantarum) that offer different mechanisms to promote optimal lipid metabolism. PURICA Probiotic Cardio supports heart function and overall cardiovascular health.

It provides "triple strength" for heart health by supporting healthy Cholesterol LDL, HDL and Triglycerides already in the normal range. Also is backed by two published clinical trials.

FEBRUARY 16-28th ONLY specials

Natural Factors Big Friends Vitamins



20% Off

Assorted Sizes

Provides children with a complete, balanced spectrum of nutrients essential to maintaining optimal health.



Organika Enhanced Collagen

18⁹⁹ 250g
32⁹⁹ 500g

Relax while you glow! Support growth and recovery of lean muscle mass and joints while building stronger hair, skin and nails.

withinUs Coconut Creamer + Trumarine Collagen



41⁹⁹

275g

withinUs Coconut Creamer + Collagen is a delicious and nutritious, dairy-free boost for your hot beverage or smoothie.



Living Alchemy Supplements

31⁹⁹

60caps Alives Series, & Herbal Synergy

35⁹⁹

60caps Your Flora Series

Your Flora WOMAN: Vaginal Balance & UTI, 35-Strain Plant-based Probiotics, Prebiotics & Enzymes.

Ancient Minerals Magnesium Bath Flakes



11⁹⁹

1.65lbs

23⁹⁹

237ml Oil or Gel

Soaking in magnesium salts has been shown to markedly improve skin hydration, speed wound healing, enhance skin barrier function, and decrease inflammation.



Nordic Natural Omega-3 Fish Oils

20% Off

Assorted Sizes

Nordic Naturals delivers the purest Omega-3 from sardines and anchovies offering unparalleled support for heart, brain and inflammatory conditions.



All Good Body Lotion

9⁹⁹

177ml

Made from organic, botanic ingredients and never greasy, oily, or watery. Good for dry skin, sensitive skin and daily moisturizing.

Phillip Adam Hair Care, Bodywash & Lotions



13⁹⁹

355-400ml

Gentle and nourishing, our ACV shampoos are suitable for fine to normal hair types including coloured or virgin heads of hair.

Tints of Nature Henna Cream or Bold Hair Colour



17⁹⁹

each

Henna Cream is the semi-permanent home hair dye from Tints of Nature made with 95% naturally derived ingredients and enriched with Henna for added shine and conditioning.



Aura Cacia Body Oils

20% Off

Assorted Sizes

Use Aura Cacia body care products to moisturize skin while enjoying the aromatherapy benefits of your favourite essential oils.

Decode Personal Care for Men



25% Off

Assorted Sizes

DECODE believes that natural products with no harsh chemicals and high quality are the way to go. All Decode products are proudly designed and manufactured in Canada.



Himalaya Botanique Toothpaste

5⁹⁹

113g-150g

Cleansing fibres from Bamboo Stem Powder leave you with clean teeth and a bright smile.

FEBRUARY 16-28th ONLY

specials

LaVigne Natural Skin Care



20% Off

Assorted Sizes

- Vegan
- Cruelty Free
- Non GMO
- No synthetic dyes
- Paraben free
- Gluten free
- made in Vancouver!

Vitamin C is found linked with water soluble proteins or polypeptides and bioflavonoids. Our Vitamin C Serum contains a form of Vitamin C that has been stabilized with Citrus Polypeptides as it is found in nature, which allows our serum to retain most of its potency. Vitamin C offers an array of skin conditioning benefits which aid in the maintenance, clarity and resilience of all skin types.

Bio-Strath Original Supplements



24⁹⁹

100ml, 100tabs
or 250ml Elixir

Helps promote well-being by decreasing fatigue and support the body during periods of physical and mental stress. Source of antioxidants.

- Decreases fatigue and supports the body during periods of physical and mental stress
- Daily food supplement
- Contains 61 nutrients from vitamins/minerals and amino acids
- 100% natural
- Free of lactose, preservatives and artificial colouring
- Suitable for vegetarians

Smart Solutions Veinsmart



25⁹⁹

90caps

- Supports vein health and reduces varicose veins
- Helps decrease the edema and inflammation associated with varicose veins
- Eliminates swelling and the feeling of heaviness in legs
- Reduces Chronic Venous Insufficiency (CVI)
- Reduces phlebitis
- Eliminates hemorrhoids
- Aids in healing leg ulcers
- Helps to treat thrombosis

Strauss Naturals Heart Drops



79⁹⁹

100ml

152⁹⁹

225ml

Our Flagship product and now famous Strauss Heartdrops® is a unique cardiovascular and circulation formula with 8 powerful herbs utilizing a proprietary process that yields aged garlic. This arterial support formula helps maintain cardiovascular health by dissolving arterial plaque, balancing blood pressure, lowering cholesterol and improving circulation. Trusted for over 40 years. Satisfaction guaranteed.

Kidstar Nutrients All-in-One Plant Based Protein



37⁹⁹

400g

Protein is an essential macronutrient and an important building block for muscles, tissue, organs, bones, skin, and nails. It can be hard for picky eaters, vegetarians, and vegans to reach daily protein requirements. KidStar All-In-One helps to meet protein needs for growing and developing children.

Kidstar Nutrients are clean with nothing to hide, and we are proudly Canadian family-managed company.

Beekeepers Naturals Bee Powered



31⁹⁹

330g

At Beekeeper's Naturals, we're on a mission to #SaveTheBees and reinvent the medicine cabinet.

Meet our B.Powered Superfood Honey – the most powerful honey on the planet. This therapeutic blend of royal jelly, bee pollen, propolis, and raw honey is designed to support those heavy, low energy days while supporting your immune system, promoting mental clarity, and encouraging overall balance.

Use 1 tsp daily – either straight out of the jar, drizzled over lattes, smoothies, yogurt, toast, pancakes, and more. Want to get creative? Dilute a spoonful with water for an easy facemask.



comments@choicesmarkets.com

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Choices Markets Locations

Kitsilano

2627 VW 16th Ave, Vancouver
604.736.0009

Cambie

3493 Cambie St, Vancouver
604.875.0099

Kerrisdale

1888 VW 57th Ave, Vancouver
604.263.4600

Yaletown

1202 Richards St, Vancouver
604.633.2392

Commercial Drive

1045 Commercial Dr, Vancouver
604.678.9665

Kelowna

1937 Harvey Ave, Kelowna
250.862.4864

South Surrey

3248 King George Blvd, Surrey
604.541.3902

Burnaby Crest

8683 10th Ave, Burnaby
604.522.0936

Abbotsford

3033 Immel St, Abbotsford
604.744.3567

North Vancouver

801 Marine Dr, North Vancouver
604.770.2868

Eco Audit

Reducing our environmental impact, we chose to print our newsletters on 100% post consumer recycled fibres. Look what we saved this month:

Tree(s): 0

Waste: 1,199 kg

Water: 1 m³ world eq. of water

Greenhouse Gas Emissions:

109 kg CO₂ or 432 km driven by car +

1 kg NMVOC or 260 km driven by car

Energy:

2 GJ or 8,164 60-W light bulbs for one hour

Results based on the Rolland Environmental Calculator



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Join a team that values supporting local producers, seeing happy customers and working towards a sustainable future.



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- Full benefits, including health, dental, vision and an Employee and Family Assistance Program (EFAP)
- Staff lunch program and store discount
- Free staff education and nutrition services
- We're growing fast and promote from within!

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