

THE

CHOICES MARKET



# HEARTBEET

August, 2023

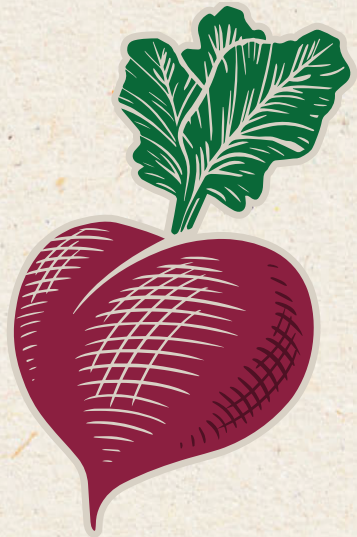
## THE NEW LOOK OF CHOICES

Enter To Win an Echoclean Gift Basket pg 7

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## REIMAGINING YOUR LOCAL CHOICES

Our path to becoming a premier destination for local, specialty and organic foods is a reflection of our longstanding and heartfelt commitment to health, community and planet. Our evolution of the Choices Market brand represents a renewal of our passion for helping customers discover great choices to nourish their body and mind.

## THE HEARTBEET

*A key component of our new look is the heartbeet*

**The Heart** symbolizes our deeply felt care for the health of our customers, our communities and the environment. This care is channelled through a vibrant product offering and knowledgeable staff who are passionate about helping people make informed, nutritious choices.

**The Beet** represents a genuine and earthy commitment to promoting fresh, local, organic and specialty foods. We know where our food comes from and who produces it, and we will always stay true to our roots.

It is my sincere hope that our new brand identity will inspire you with the same genuine passion and commitment to the best food and wellness choices that have guided us since 1990.

**Tyler Romano**  
Director of Marketing, Choices Market







OPENING AUGUST 31<sup>ST</sup>



CHOICES MARKET

DISCOVER  
YOUR  
CHOICES



PARKSVILLE, BC

319 Island Highway East, Parksville



SHOP ONLINE AT **CHOICES.MARKET**



/DiscoverChoicesMarket



@ChoicesMarket



@ChoicesMarket





# DISCOVER CHARD

BY CHEF ANTONIO





Over the last few decades, we have been told to consume more leafy greens. We all focused on spinach and kale, but there was another there all along! The humble chard is one more crucifer green that should be added to your menu.

Chard should catch your eye while cruising in the produce aisle, as it's probably the most colourful veggie out there. The bright green leaves can have stems in a rainbow of colours, from white, to ruby reds, orange, yellow and even pink! They're all nutritionally loaded and taste very similar regardless of colour. It's often combined in its multicoloured varieties and sold in pretty bunches as rainbow chard.

If you're growing your own chard, it is one of the last leafy greens that will produce in your garden, till the first frost. It can be consumed raw or cooked, but lightly steamed and sautéed is one of the preferred methods. Quickly blanch and chilled leaves are perfect to be wrapped around fillings, just like you would cabbage rolls or cannelloni, to be subsequently baked.

Use the stems cooked separately or dice them up and use them in your filling. Rice, buckwheat and quinoa are just a few grains you could stuff them with. Add tasty proteins like fish, pork, beef, chicken or even a meat substitute and bake with a tomato sauce until the inside is fully cooked.

Chard, simply steamed and dressed with fresh lemon juice, extra virgin olive oil, and salt and pepper is delicious, or add to your mixed potatoes and roots to be fully baked. How about stir fried on its own, or in combo

with other veggies in rice bowls, noodle salads, or bean salad? Gorgeous chunky soups can be made with the lovely beet-top like vegetable. Add sautéed chard to your frittata, omelettes and quiches. Leafless stems can also be pickled to be enjoyed in the winter months, perfect for a cocktail garnish!

Remember, if you forget a different type of leafy green on the stove, it won't turn in to chard. Your best bet to find some is to head to the Choices Market produce section!



## CHARD QUICK FACTS

*Origin:*  
**Mediterranean**

*Scientific Name:*  
**Beta Vulgaris car. cicla.**

*Related To:*  
**Beets & Spinach.**

*Flavour Profile:*  
**Slightly Bitter**

*Nutrition:*  
**Rich in vitamin K, A, C,  
Iron, Potassium and Fibre**

*Perfect For:*  
**Quiches, Tarts, & most  
recipes that might  
normally feature spinach!**



**CHEF ANTONIO**

**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.



# LET'S TALK BERRIES!

**W**ho doesn't love berries on the best of days? Not only are they a tasty fruit, but berries are high in many vital nutrients like vitamin K, manganese and vitamin C. Here are the benefits of berries and how they support our health:

- High in antioxidants, which are important for helping reduce the risk of certain types of cancers
- Contain fibre which is important for maintaining a healthy gut
- They are anti-inflammatory; high chronic inflammation can lead to diabetes and heart disease
- They are a source of vitamin C which may help promote skin health

Grab some fresh, local cherries and raspberries from your local Choices! PS: these tasty treats are in season right now!



## BANANA BLACKBERRY OATMEAL MUFFINS

### INGREDIENTS

- 3** Bananas
- 1 cup** Blackberries (fresh or frozen)
- 1 cup** Oat flour
- 1 ½ cup** Quick oats
- 1 ¼ tsp** Baking powder
- 3 tbsp** White sugar
- ⅓ cup** Olive oil
- 1 cup** 2% milk
- ½ cup** crushed Walnuts



### INSTRUCTIONS

**Step 1:** Preheat the oven to 425°F. Put walnuts onto a baking sheet and toast in the oven for 10 minutes while it is warming up. When the ten minutes are done, remove from the oven and allow to cool. These walnuts will be sprinkled onto muffins before baking.

**Step 2:** Line your muffin tin with liners or grease the pan. Set aside for now.

**Step 3:** Start to mix your dry ingredients in a large bowl: oat flour, oats, sugar, baking powder and baking soda. Use a fork or a whisk to mix fully.

**Step 4:** Mix your wet ingredients in a medium bowl: olive oil, milk, eggs, bananas, and yogurt.

**Step 5:** Fold your wet ingredients into your dry mix and stir gently until incorporated. Add your blackberries and stir a final time.

**Step 6:** Spoon your batter into your muffin tin. Try not to overfill. We made approximately 18 muffins with this recipe, which is about one and a half pans.

**Step 7:** Bake for 17-24 minutes or until golden brown. You can check the doneness with a toothpick, which should come out clean after poking.

**Step 8:** Allow to cool fully on a wire rack before eating.

### INSTRUCTIONS

Store your muffins in an airtight container for up to 5 days, or you can freeze them for 30 days.

**JULIA ZAKRZEWSKI** [ILIKEOATS.COM](http://ILIKEOATS.COM)

Julia Zakrzewski is a Registered Dietitian and professional nutrition writer. She and her fiancé created the I Like Oats food blog to encourage others to eat more of this affordable, versatile and delicious whole grain!



# THREE FRUITS & VEGETABLES THAT SUPPORT HYDRATION

By: Anna Pepperdine, BSc, Choices Nutrition Consultant, Kelowna

Staying hydrated is super important for our health, as getting dehydrated can lead to headaches, low blood pressure, fatigue, and many other health issues. We've all heard that the key to hydration is to drink plenty of water, but did you know you can also help your hydration with what you eat?

Some fruits and vegetables are not only packed full of vitamins and minerals, but also contain a lot of water, which can help keep you hydrated! So, to help you stay hydrated in the summer heat, here is a short list of some fruits and vegetables to include in your next grocery list.

## Watermelon

Not only are watermelons packed full of fibre and several key vitamins, but it's also one of the most hydrating foods you can eat. Its water content is at 92%, meaning that 92% of its weight comes from water. Eating just 1 cup of watermelon can provide you with over half a cup of water. Enjoy it on its own as a snack or use it in a refreshing salad.

## Bell Peppers

Bell peppers are similar to watermelon, in that the majority of their weight also comes from water and helps us get many necessary vitamins, such as vitamin B. They can be enjoyed in many versatile ways, but consuming it raw, in a salad or dipped in some hummus, will offer the most benefit for hydration.

## Cucumbers

Now for the vegetable that has one of the highest water contents of them all. Cucumbers provide small amounts of potassium, vitamin K, and magnesium, while offering incredible benefits through its ability to hydrate. 95% of a cucumber's weight is water. Incorporating cucumbers into your diet can be very easy. Try adding them to salads, sandwiches or even some cooked dishes.



## MONTHLY GIVEAWAY ENTER TO WIN! A VIP & ECHOCLEAN GIFT BASKET

GIFT BASKET VALUED AT APPROXIMATELY \$100.

Echoclean and VIP Cleaning Products are biodegradable and locally made in BC.

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Choices Location: \_\_\_\_\_

Skill Testing Question:  $(56 - 18) \times (25 - 13) =$  \_\_\_\_\_

Contest open from August 1-31, 2023. One entry per person. All entries must have the skill testing question answered correctly to be valid. Employees of Choices Market 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 Market for publicity purposes. Entries can be dropped off at any Choices location. Winner is responsible for picking up their prize from the Choices Market location of their convenience. There can be no repeat winners for Choices contests throughout 2023.





# PREFERRED SHOPPER SPECIALS

**AUGUST 1 - 15 ONLY!**

Become a Preferred Shopper today  
**DISCOVER SAVINGS & EARN POINTS**  
Ask us for details in store.



**Liberté  
Greek Yogurt**  
750g

**\$6.89**

Smooth, creamy, and loaded with the perfect amount of protein.

**PLANT  
BASED**



**Beyond  
Breakfast  
Sausage**  
235g

**\$6.99**

The missing link for a delicious plant based breakfast.



**Earth's Own  
So Nice Almond  
Beverage**  
1.75L/1.89L

**\$4.49 / \$3.99**

Plus Deposit, Recycling Fee Where Applicable

With a perfectly almond-y flavour,  
these beverages are great for recipes.



**GT's Organic  
Kombucha**  
480 mL/12 Pack

**\$3.99 / \$4.69**

Plus Deposit, Recycling Fee Where Applicable

Whole Fresh Ingredients. 100% Organic with Natural Effervescence  
and a Bright Crisp Bite. Family Owned & Operated for 25+ Years



**Gldn Hour  
Collagen  
Sparkling Water**  
355 mL

**\$3.49**

Plus Deposit,  
Recycling Fee  
Where Applicable

Each can contains 5g of marine collagen that  
will boost beauty from the inside out.



**V.I.P. Ultra  
Laundry  
Detergent**  
2.95L

**\$9.99**

Specializing in household cleaning supplies.  
V.I.P. Soap Products Ltd. is a local Canadian company.



**Righteous  
Gelato**  
562g

**\$7.99**

Small batch and plant based gelato  
made with only the good stuff.



**Camino  
Organic  
Chocolate Bars**  
80g & 100g

**\$3.99**

Unparalleled in taste and quality, Camino chocolate  
bars are sure to tantalize your taste buds.



**Sweathgrass  
Organic  
Wheatgrass  
Pucks 300 mL**

**\$19.99**

All the superfood benefits of wheatgrass  
in a convenient frozen puck.

## DISCOVER LOCAL, ORGANIC AND SPECIALTY FOODS TO NOURISH YOUR BODY AND MIND

**TASTED THE GOOD NEWS YET?  
INTRODUCING...  
ONLY GOODNESS**

A range of organic and free-from products  
made with only goodness, without compromising  
taste, quality and affordability.



**Only Goodness  
Compostable Bowls**  
15 Pack, 12oz

**\$2.99**



**Only Goodness  
Compostable  
Plates**  
7 Inch/10 Inch

**\$3.99 / \$9.99**



**Only Goodness  
Organic  
Almond Butter**  
340g

**\$12.99**



**Only Goodness  
Organic Coconut Oil**  
Refined, 860 mL  
Liquid, 300 mL

**\$8.99 / \$9.99**



**Only Goodness  
Organic Virgin  
Coconut Oil**  
860 mL

**\$14.99**



# PREFERRED SHOPPER SPECIALS

**AUGUST 16 - 31 ONLY!**

Become a Preferred Shopper today  
**DISCOVER SAVINGS & EARN POINTS**

Ask us for details in store



**Nature's Path  
& Envirokidz Organic  
Cereal & Granola**  
650g-907g

**\$9<sup>49</sup>**

EnviroKidz empowers positive change through tasty organic food.



**Crofter's Organic  
Fruit Spreads**  
235 mL/383 mL

**\$4<sup>49</sup> / \$5<sup>99</sup>**

The choicest of fruit, fresh methods, and a whole-lotta mmmmm.



**Nuts to You  
Almond Butter**  
Assorted Varieties  
365g

**\$8<sup>49</sup>**

These nut butter spreads are made with nothing but delicious almonds!



**Zevia Stevia  
Sweetened  
Sodas**  
355 mL/6Pack

**99¢ / \$5<sup>89</sup>**

Plus Deposit, Recycling Fee Where Applicable

All the refreshment of a can of soda on a hot summer day, just without the sugar.



**Earth's Choice  
Coconut Products**  
Assorted Varieties & Sizes

**\$1<sup>99</sup> - \$17<sup>89</sup>**

Coconut milk and cream are the perfect, dairy-free alternatives for baking and savoury dishes.



**Kettle Brand  
Potato Chips**  
368g

**\$5<sup>49</sup>**

Made with the best quality potatoes and spices for a truly fantastic crunch.



**John WM  
Macy's  
Cheese Sticks**  
113g

**\$5<sup>49</sup>**

What makes these so tasty? Simple real ingredients you can taste, baked twice, in classic pairings you can't resist.



**Santa Cruz  
Organic  
Lemonades**  
946 mL

**\$3<sup>99</sup>**

Plus Deposit, Recycling Fee Where Applicable

With no artificial flavors or artificial colours, Santa Cruz Organic is refreshing and made with high quality ingredients.



**La Tortilla  
Sauce Starter**  
Assorted Varieties  
80g

**\$4<sup>49</sup>**

When you want to serve bold, authentic flavors, look no further than our Sauce Starters.

## DISCOVER LOCAL, ORGANIC AND SPECIALTY FOODS TO NOURISH YOUR BODY AND MIND

**TASTED THE GOOD NEWS YET?  
INTRODUCING...  
ONLY GOODNESS**

We make healthy goodness simple by offering products that are free from over 150 artificial ingredients with easy-to-read labels.



**Only Goodness  
Gluten Free Pasta**  
340g

**\$3<sup>29</sup>**



**Only Goodness  
Organic Tomato  
Sauce**  
398 mL

**\$3<sup>49</sup>**



**Only Goodness  
Organic Pesto**  
180 mL

**\$5<sup>99</sup>**



**Only Goodness  
Organic Tomatoes**  
Crushed or Diced  
796 mL

**\$4<sup>99</sup>**





# 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.



## WARBA POTATOES

Warba potatoes are a seasonal potato grown right here in BC! Potatoes are a good source of potassium and a great source of energy! They can be enjoyed hot or cold, and given the heat a cold potato dish is a great summer side dish option.

Enjoy this first-of-the-season potato in a fresh summer creamy potato dill salad or a cold potato soup.

## CHERRIES

Did you know that 95% of the cherries grown in Canada are grown in BC? Cherries are not only delicious but are extremely nutrient-dense. They're packed with fibre, vitamins and minerals, antioxidants and anti-inflammatory compounds which may decrease the risk of heart disease, diabetes, mental decline and certain cancers. Although cherries are delicious on their own, they're a great addition to smoothies, baked goods, or on top of ice cream!



## PEACHES

We all know the Naramata is home to loves grape producing wines, but did you know it is also known for its delicious sweet seasonal peaches? Peaches are no doubt delicious but also an easy way to get in important nutrients like potassium, vitamin A and fibre.

Peaches make a great base for a summer dessert; try making your own peach pie.

In a pinch? We may even feature a seasonal pie with these juicy Naramata peaches.





# Summer Berry Smoothie Bowl

By Kelsey Moore, RD

## INGREDIENTS

<b>100g</b>	Frozen Açai
$\frac{1}{2}$	frozen Banana
$\frac{1}{3}$ <b>cup</b>	Frozen Blueberries (or local in-season berries)
$\frac{1}{2}$ <b>cup</b>	Tree Island Yogurt
<b>1 tsp</b>	Honey
$\frac{1}{4}$ <b>cup</b>	Oat milk (or as needed)
$\frac{1}{4}$ <b>cup</b>	Low sugar granola (5g or less per serving)

## STEPS

1. Blend all ingredients other than granola in a high-speed blender until smooth. Add more or less milk as needed. Consistency should resemble a very thick smoothie.
2. Top with granola, enjoy!

## WE USED

### TREE ISLAND YOGURT

Tree Island Cream Top Yogurt uses milk from cows that are grass-fed. Grass-fed milk tends to be higher in nutrients like omega-3 fatty acids, and is a source of calcium and protein. Talk about a well-rounded snack! This summer enjoy Tree Island Yogurt in a savoury dipping sauce with crunchy fresh vegetables, in your favourite smoothie, or in a smoothie bowl!







# WELLNESS CENTRE SPECIALS

**AUGUST 1 - 15 ONLY!**

Become a Wellness Shopper today  
**DISCOVER SAVINGS & EARN POINTS**

Ask us for details in store.



**Trophic Super  
Concentrate  
Chlorophyll**  
100 mL/250 mL

**\$13<sup>49</sup> / \$25<sup>99</sup>**

A rich source of nutrients and antioxidants for the maintenance of good health, chlorophyll is thought to enhance the absorption and utilization of vitamins and minerals, as well as aid the digestive process.



**Whole Earth & Sea**

**Greens**  
390g - 438g

**Protein  
& Greens**  
640g - 710g

**\$56<sup>99</sup> / \$59<sup>99</sup>**

Whole Earth & Sea Fermented Organic Protein & Greens is a 100% fermented and certified organic formula providing 21 g of quality plant protein in every serving.



**CanPrev  
Beauty  
Supplements**  
Assorted  
Varieties & Sizes

**20% OFF**

Helps improve the appearance of skin, reduces wrinkles and diminishes fine lines.



**Purica  
Vitamins &  
Supplements**  
Assorted  
Varieties & Sizes

**20% OFF**

Provides Rapid Relief and Optimal Performance on the strength of 30% bisdemethoxycurcumin (BDMC), compared to the 1% BDMC found in regular curcumin extract.



**A. Vogel  
MenoForce**  
30 Tablets/90 Tablets

**\$25<sup>99</sup> / \$62<sup>99</sup>**

Helps to relieve hot flashes, difficulty sleeping, physical and mental exhaustion, moodiness and difficulty concentrating.



**Junglista  
Natural Outdoor  
Spray**  
60 mL

**\$9<sup>99</sup>**

Junglista is specially formulated from natural ingredients for the outdoor enthusiasts who are simply exhausted from non-stop flailing.



**Oneka  
Shampoo or  
Conditioner**  
500 mL

**\$12<sup>99</sup>**

Our hair care products are crafted from organic plants carefully chosen for their toning, nourishing, and pH balancing properties.



**Patch  
Natural Bamboo  
Bandages**  
25 Pack

**\$8<sup>49</sup>**

Made from a combination of natural minerals and Nano technology (think tiny suction cups) to gently adhere to the skin without causing reactions.



**Boiron  
Arnicare**  
Cream, Gel or Sports Tabs  
Assorted Varieties & Sizes

**\$13<sup>99</sup>**

Arnicare Gel is a homeopathic medicine for the relief of muscle and joint pain.



**Active Humans  
Natural Deodorant**  
30 mL/60 mL

**\$13<sup>99</sup> / \$21<sup>99</sup>**

Our formulas are pH balanced to keep the underarm in good health.



**Desert Essence  
Body & Hair Care**  
Assorted  
Varieties & Sizes

**25% OFF**

Inspired by the beauty and resilience of nature and powered by the potency that comes from the desert, our products help nourish your body and your senses.



**Derma E  
Face & Body  
Sun Care**  
Assorted  
Varieties & Sizes

**20% OFF**

Non-aerosol spray with Non-whitening & lightweight and 80 Minutes Water Resistant.





# WELLNESS CENTRE SPECIALS

## AUGUST 1 - 15 ONLY!

Become a Wellness Shopper today  
**DISCOVER SAVINGS & EARN POINTS**

Ask us for details in store.



**Healthology  
Cholesto-less**  
60 Softgels

**\$39<sup>99</sup>**

The typical North American diet contains far too many foods that increase our cholesterol levels above and beyond what our bodies can use. Excess total cholesterol and LDL "bad" cholesterol will stick to the walls of our blood vessels, narrowing the space for blood to flow. This prevents oxygen and nutrients from reaching vital organs. Most dangerously, it can prevent oxygen from getting to the heart or brain, increasing our risk for heart attack and stroke. CHOLESTO-LESS, is formulated to lower total cholesterol and LDL "bad" cholesterol and raise HDL "good" cholesterol to maintain healthy cholesterol levels. It also supports overall cardiovascular health with the addition of the powerful antioxidant, ubiquinol (Active CoQ10). Having healthy cholesterol levels supports cardiovascular health, helping to prevent life-threatening illnesses such as heart attack and stroke.



**Kyolic  
Cardiovascular  
Health**  
60 Capsules

**\$32<sup>99</sup>**

Kyolic® Aged Garlic Extract™ Formula 109 for Blood Pressure Health contains 400 mg of AGE along with Nattokinase, an enzyme extracted from natto (fermented soy) and L-Theanine, a nutrient found in green tea per serving (2 capsules; Recommend two servings per day). Clinical studies for each of these ingredients have shown to support healthy blood pressure levels, already within normal ranges. Kyolic AGE is the best-selling, odourless, aged garlic extract. Proven safe and effective, AGE and its constituents have been the subject of over 870 peer-reviewed published scientific papers that document its health benefits.



**New Roots  
Blood Sugar  
Balance**  
60 Capsules

**\$50<sup>49</sup>**

Blood Sugar Balance is a comprehensive and holistic approach to the restoration and maintenance of normal blood glucose. It addresses the three primary concerns associated with diabetes. Blood Sugar Balance is a comprehensive and holistic approach to the restoration and maintenance of normal blood glucose. It addresses the primary concerns associated with maintaining healthy blood-sugar control. The nutrients in Blood Sugar Balance work from several different perspectives; they exert an insulin-like effect, improve insulin sensitivity, and support healthy nerves from free-radical damage associated with unregulated blood-sugar levels.



**Garden of Life  
Raw Organic  
Perfect Food  
Greens**  
Assorted Varieties  
207g - 285g

**\$46<sup>99</sup>**

Raw Organic Perfect Food products are power packed with greens, vitamins, minerals, and enzymes. Garden of Life maximizes nutrient density by JUICING grasses, then using low-temperature drying to create powders for six times more concentration. Raw Organic Perfect Food® is packed with the power of 40 nutrient dense, RAW, Certified USDA Organic juiced greens, sprouts and vegetables with no fillers or added sugars. Raw Organic Perfect Food® is also grown by our family farmers on organic farms in Utah. We harvest our greens before the grain buds (to prevent gluten from forming), then juice at the farm immediately. Our juice is gently low-temperature dried and powdered on site, locking in its nutritionally dense, high bioavailability.



**Organika  
Zinc with  
Vitamin C**  
300 mL

**\$23<sup>99</sup>**

Zinc is an essential trace mineral for human health. It plays an important role in various body functions, such as:

- Immune function
- The metabolism of proteins, carbohydrates and fats
- The digestion of nutrients
- Connective tissue formation
- Wound healing

For the immune system in particular, zinc is vital - a lack of zinc can affect the normal functioning of immune cells. The immune system is complex and encompasses various different types of cells that work together to eliminate pathogens. Zinc is necessary for cell differentiation, allowing stem cells to become specialized immune cells.



**Prairie Naturals  
Cocoa  
SuperFoods**  
CocoaFocus or  
CocoaImmune 150g

**\$36<sup>99</sup>**

Organic CocoaFocus Superfoods is an instant beverage which contains organic and naturally sourced caffeine, cocoa polyphenols, and medicinal mushrooms. The addition of a 3-spice blend, magnesium and potassium further enhances this drink, providing sustained energy, promoting mental focus, and supporting brain health. Indulge in the rich, dark, and delicious taste of Organic CocoaFocus SuperFoods - the perfect addition to your daily routine. Enjoy it hot for a cozy and comforting treat or serve it cold for a refreshing and revitalizing beverage.





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**AUGUST 16 - 31 ONLY!**

Become a Wellness Shopper today  
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Ask us for details in store.



**New Roots  
Wild Omega-3**  
60 Softgels/120 Softgels

**\$21<sup>99</sup> / \$39<sup>99</sup>**

High-potency Wild Omega EPA 660 mg DHA 330 mg fish oil helps improve cognitive function, supports heart health, and reduces inflammation.



**Whole Earth & Sea  
Multivitamins**  
60 Tablets/120 Tablets

**\$36<sup>99</sup> / \$69<sup>99</sup>**

Every formula contains meaningful amounts of each vitamin, mineral, and phytonutrient – not just the minimum required to list it on the label!



**Genuine Health  
Clean Collagen**  
Marine or Bovine  
210g - 301g

**\$32<sup>99</sup>**

Marine clean collagen helps to replace the collagen lost to the aging process and supports youthful, hydrated skin, healthy joints, nails and hair!



**withinUs  
Rehydrate +  
Collagen**  
Assorted Varieties  
143g - 148g

**\$26<sup>99</sup>**

This refreshing, thirst-quenching blend is packed with essential electrolytes for optimized hydration and TruMarine® Collagen to accelerate post-workout recovery and aid lean muscle gain.



**Genuine Health  
Greens+**  
Assorted  
Varieties & Sizes

**20% OFF**

11 Energizing vitamins, minerals & amino acids in just 1 scoop.



**Bio-Strath  
Original**  
100 Tabs, 100 mL  
or 250 mL Elixir

**\$27<sup>99</sup>**

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



**Sierrasil  
Joint Formula  
Products**  
Assorted Varieties & Sizes

**20% OFF**

Clinically proven to help support a healthy inflammatory response, gently detoxify and improve physical function.



**Herbaland  
Gummie  
Supplements**  
Assorted Varieties & Sizes

**25% OFF**

Tasty Vegan, Gluten-Free Vitamins – pack a health punch without compromise! Health-boosting Vegan Vitamin Gummies!



**Radius  
Toothbrushes  
& Toothpaste**  
Assorted Varieties & Sizes

**20% OFF**

Eco-friendly toothbrush! Each super soft toothbrush is created with EcoPure®, meaning that it is 100% biodegradable in landfills.



**Inecto Naturals  
Shampoo  
& Conditioner**  
500ml

**\$5<sup>99</sup>**

We believe in natural goodness, and we smell outrageously good. Vegan too! Infused with Organic Avocado Oil, your tresses will be left feeling softer, smoother and nourished.



**Epsom  
Gel & Bath Soaks**  
Assorted  
Varieties & Sizes

**20% OFF**

Our Natural Epsom Salt is extracted from an ancient underground deposit. Geologically formed, this rare deposit is recognized for exceptional purity.



**Weleda  
Face & Body  
Care**  
Assorted  
Varieties & Sizes

**30% OFF**

A lighter, day cream for immediate skin vitality, this quickly absorbed cream makes skin feel regenerated.





# WELLNESS CENTRE SPECIALS

## AUGUST 16 - 31 ONLY!

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**DISCOVER SAVINGS & EARN POINTS**

Ask us for details in store.



**New Roots  
Organic  
Pumpkin Seed  
Protein Powder**  
450g

**\$27<sup>99</sup>**

New Roots Herbal's Pumpkin Seed Protein powder is packed with 10 g of protein with a diverse amino-acid profile.

Its distinct, subtle, nutty taste makes it a great fit to amplify the health quotient of soups, protein shakes, salad dressings, baked goods, and more. It's also a source of healthy protein for vegetarians and folks looking to reduce their meat consumption.



**Natural Factors  
Stress-Relax  
Ashwagandha**  
60 Capsules

**\$13<sup>99</sup>**

Stress-Relax Ashwagandha contains organic KSM-66 Ashwagandha root extract. This clinically studied herbal supplement helps increase resistance to stress and anxiety in individuals with a history of chronic stress, thereby improving their quality of life.

Ashwagandha is a well-recognized Ayurvedic herb that has been shown to have many health benefits related to physical and mental stress. It is traditionally used in Ayurvedic medicine to balance aggravated Vata (as a nerve tonic), as a sleep aid, for memory enhancement, and to relieve general debility.



**IO Novo**  
30 mL

**\$21<sup>99</sup>**

- 100% natural iodine and water.
- Daily use, pure elemental health products and only micro dosed iodine available.
- Most bio available, purest form of iodine for thyroid support.
- Iodine will kill bacteria and deactivate viruses before it converts to iodide, the only element our thyroid uses to produce vital t3 t4 hormones that activate your immune system, metabolism and IQ/brain development.
- Side effects may include excess weight loss, increased energy and clearing of brain fog.
- Approved by Health Canada. Repurposed by doctors and safe for ALL ages.



**Buzzd  
Superfood  
Creamer**  
Vitality or  
Focus Blend  
200g

**\$21<sup>99</sup>**

At BUZZD, we believe that health starts from within and it's important to fuel our bodies with the right nutrients so that we have the energy to feel and perform at our best! We've created a line of dairy-free, better-for-you coffee creamers and gave each a boost with amazing superfoods to provide a variety of health benefits. If you're not a coffee drinker, our blends go well in smoothies, oatmeal, tea and much more!



**Jusu  
Facial  
Care**  
Assorted Varieties  
& Sizes

**20% OFF**

The Green Tea Rose Brightening Face Cream is specifically formulated for normal to sensitive skin. This luxurious Vegan cream combines the power of plant-based ingredients to deliver exceptional benefits. Rose Flower Water works wonders by retaining moisture and providing a rich source of Vitamin C for a youthful glow. Aloe Leaf Juice, packed with antioxidants and vitamins A & C, soothes inflammation and treats superficial acne. Mango Seed Butter moisturizes, rejuvenates, and enhances radiance while reducing sun-induced dark spots. Shea Butter conditions and tones skin, offering anti-inflammatory properties. Lastly, Green Tea Leaf Extract, a true miracle ingredient, unclogs pores, lightens blemishes, and keeps your skin hydrated. Experience the ultimate skincare rejuvenation today!



**Heritage Store  
Black Castor  
Oil**  
237 mL

**\$18<sup>49</sup>**

We used a traditional African method of pressing roasted castor beans to create a naturally occurring ash. Rich in omegas, minerals, and ricinoleic fatty acids, it helps hydrate dry skin and nourish hair. Ideal for all skin types.

Bring out your boldest brows and lashes or shiniest hair with our Black Castor Oil. Its deeply hydrating singular ingredient nourishes hair follicles down to the root.

- Naturally occurring ash gives the oil its dark, rich colour.
  - Helps clarify scalp buildup from hair products.
  - Dermatologist tested and hypoallergenic
  - Insider tip: Use a mascara spoolie to brush castor oil onto brows and lashes for precise application.
- Apply to roots of hair or brows. Massage into scalp from root to tip and let sit for 20 minutes or overnight. Wash hair as usual.





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 Shop online at  
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## CHOICES MARKET LOCATIONS

### Kitsilano

2627 W 16th Ave, Vancouver  
604.736.0009

### Cambie

3493 Cambie St, Vancouver  
604.875.0099

### Kerrisdale

1888 W 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

### Parksville – Opening August 31st

319 Island Hwy East

### 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):** 27

**Waste:** 1,199 kg

**Water:** 97,773 L

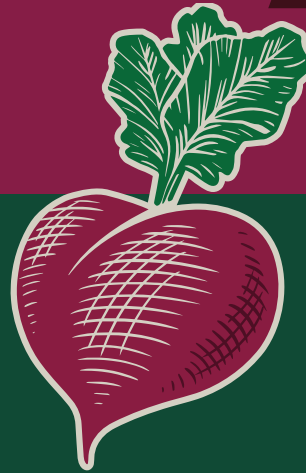
**Greenhouse Gas Emissions:** 3,932 kg CO<sub>2</sub>

**Smog:** 5 kg NO<sub>x</sub>

**Energy:** 23 GJ

Results based on the Rolland Environmental Calculator

SINCE 1990



# DISCOVER LOCAL CHOICES

We're big fans of cultivating long-lasting relationships with local growers and producers. By supporting local, we make our communities stronger and help protect the environment.

VISIT YOUR LOCAL CHOICES AND DISCOVER ALL YOUR NEW BC PRODUCTS, PRODUCE AND PROTEINS THROUGHOUT OUR STORE.

100% BC OWNED & OPERATED