

THE

CHOICES MARKET



# HEARTBEET

January, 2024

## DISCOVER TAHINI

BY CHEF ANTONIO pg 5

How To Stick To Your Nutrition Goals This Year pg 6

Sweet Potato Muffins ~ Recipe pg 7





# HAPPY NEW YEAR 2024

## HAPPY NEW YEAR TO ALL OUR CUSTOMERS!

*We hope that your 2024 is filled with achieved goals, delicious food and good health.*

## Food Trends 2024

- Yuzu
- Sumac
- Tahini
- Kelp
- Black Garlic
- Gochujang
- Freekeh



## MONTHLY GIVEAWAY

### ENTER TO WIN!

## 1 of 4 - Year's Supply of VIP & Echoclean Cleaning Products!

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 January 1-31, 2024. 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 2024.





# SEMINARS

Brought to you by:  
**THE WELLNESS HUB**  
AT CHOICES MARKET



**JANUARY  
4**  
6:00 - 7:30 pm  
**IN-STORE  
KELOWNA**

## FOOD FOR THOUGHT

with Anna Pepperdine, BSc

Have you ever wondered how what you eat can impact your brain? Whether you'd like to learn about foods to include in your diet for long-term brain health or just learn about foods that will give you a small boost throughout your day, this seminar is for you!

**JANUARY  
11**  
**IN-STORE  
KELOWNA**

## BRAIN HEALTH

with Anna Pepperdine, BSc

Join Anna to learn how you can boost your brain health this new year



**JANUARY  
6**  
1:00 - 3:00 pm  
**IN-STORE  
KELOWNA**

**JANUARY  
10**  
6:00 - 8:00 pm  
**IN-STORE  
KELOWNA**

## PLANT-BASED MEAL PREP.

with Anna Pepperdine, BSc

Join Anna and learn some easy plant-based meal hacks. Bring your appetite for this one!



**REGISTER ONLINE AT CHOICES.MARKET/EVENTS**



## STRESS AND HOW TO MANAGE IT

with Denise Eaton, BFRP, BFRAP

In the 1930's, Dr. Edward Bach created a system of 38 remedies to cover the entire spectrum of emotional wellness. Learn about the history of the brand and products that can help you and your customers find emotional and physical well-being. This session will cover Dr. Bach's methods, philosophy, and the flowers he discovered, including the worldwide #1 natural stress and sleep support brand known as Rescue Remedy. The session will provide you with an understanding of how negative emotions cause stress that impedes physical health. At the end of this session, you will identify stress triggers and the flowers that will build resilience to cope with life's many challenges.

**JANUARY  
17**

7:00 - 8:30 pm

**ONLINE**

Sponsored By:



**JANUARY  
23**

7:00 - 8:30 pm

**ONLINE**

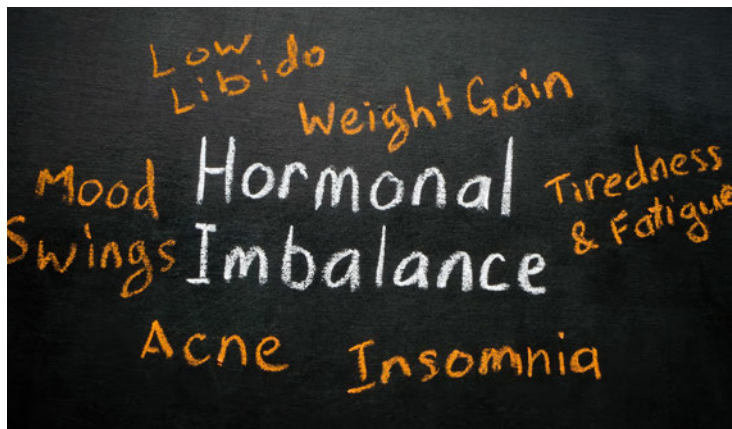
Sponsored By:



## UNLOCK YOUR POTENTIAL: THE HORMONAL KEY TO WEIGHT LOSS

with Aeryon Ashlie

Are you trapped in a constant struggle with weight loss? Have you tried numerous diets and exercise regimens, only to find your scale stubbornly refusing to budge? Understanding the connection between hormones and weight loss might be your missing puzzle piece. Join us in our upcoming seminar, "Unlock Your Potential: The Hormonal Key to Weight Loss". Learn how hormones regulate metabolism, hunger, and body fat distribution, and discover science-backed strategies to optimize your hormonal health for effective weight loss. This seminar will empower you with knowledge and practical tips to kickstart your weight loss journey onto a path of sustainable success. Don't let hormonal imbalance hold you back - unlock your potential today!







# Protein Oatmeal Pancakes

## INGREDIENTS

1 scoop LEANFIT™ vanilla whey or complete greens protein  
1/3 cup oatmeal  
3 egg whites  
1/2 tsp. baking soda  
1/2 tsp. ground cinnamon  
dash pumpkin spice or cinnamon  
1/8 tsp. brown sugar

## INSTRUCTIONS

1. Mix all ingredients in a small bowl and allow mixture to thicken for 2 to 3 minutes.
2. Pour 3 tbsp of mixture onto preheated frying pan or griddle.
3. Cook over medium heat until golden brown, about 2 minutes per side.
4. Repeat until mixture is gone
5. Garnish with fresh fruit and/or honey.

**Makes 1-2 servings.**





# DISCOVER TAHINI

BY CHEF ANTONIO

**T**ahini is an unprocessed paste made from sesame seeds. It's extremely popular in Balkan, Middle Eastern, and many other ethnic cuisines. On its own, tahini is used as a spread on breads and pita, or similar baked goods. On top of tahini and bread, you can try drizzling honey, jam or flavoured syrup to make a sweet and savoury treat.

Of course, hummus is the most common place you'd find tahini. Blending chickpeas and tahini with spices creates something rather magical. Hummus has really taken off in recent years as a popular spread, and I can see why. The varieties you can create really show how versatile the spread and dip can be and they're just too many to list here. One of my favourites is our Hemp Hummus that we make in our Choices deli.

Sesame seeds have a high oil content, so they add fat (and therefore flavour) to any food that you add them to. That's why tahini is so useful to emulsify dressings, soups and sauces. Ever heard of tahino soup? If it wasn't obvious, it gets its name from our subject spread. If you've never heard of it, tahino soup is a classic Greek dish that is quick to make, super healthy, and vegan to boot. Tahini is also found in that other popular Mediterranean dip, tzatziki.

So what are some other ways that you can get some more tahini in your life? Why not try drizzling tahini on your favourite squash? Butternut, delicate or spaghetti squash are just a few favourites. Drizzle tahini over the squash and bake it just like you always do. Sautéed or wilted greens get a little more magical when you add tahini. Toss up some kale, collards, Swiss chard or other greens with some tahini, lemon juice and garlic and you have yourself an amazing side dish.

Tahini is a magic sauce that can be used in so many ways. From your appetizers, to soups, to salad dressings, to rice and noodle dishes, to veggies and stir fries with meat, fish or tofu, tahini makes it tasty. It's even good in desserts, like ice creams, bars and squares, and sweet toppings. Not many ingredients can say that, can they?



## TAHINI QUICK FACTS

*Middle Eastern Origin:*  
**Tahini is a staple in Middle Eastern cuisine, and it's a key ingredient in dishes like hummus, baba ganoush, and halva.**

*Versatile Ingredient:*  
**Tahini is incredibly versatile and is used in both savory and sweet dishes. It can be a dressing, a dip, a sauce, or even an ingredient in desserts.**

*Sesame Seed Paste:*  
**Tahini is a paste made from ground sesame seeds. It has a smooth, creamy texture and a rich, nutty flavour.**

*Nutrient-Rich:*  
**Tahini is a good source of essential nutrients, including healthy fats, protein, and various vitamins and minerals such as phosphorus, magnesium, iron, and calcium.**

## 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.





# HOW TO STICK TO YOUR NUTRITION GOALS THIS NEW YEAR!

**BY: DEVIKA PILLAI**

UBC DIETETICS STUDENT

Resolutions and goals peak in the new year, and so does the struggle to keep up with these new promises. Most resolutions are practical, realistic, and reachable, so why do so many break before the end of January? When it comes to nutrition, having goals like adding more fruits and vegetables and eating less processed foods can seem easy. However, many people struggle with these seemingly 'simple' goals. The key to staying consistent is to identify the factors that affect the goals. So, how can one create sustainable nutrition goals?



## 1. Start with small changes

- Instead of keeping fruits directly in the fridge, wash, cut, and place them into containers. They are more likely to be consumed when they are prepped.

**Tip:** snack on them when you are cooking dinner in the kitchen! •

- Buy salad and stir-fry kits instead of buying the produce in bulk. These are easy to use and require minimal mental effort at the grocery store and the kitchen.

## 2. Make it simple

- It can be difficult to buy fresh produce and find ways to use it before it goes bad. Freeze produce or buy frozen fruits and veggies, so that there is no wastage or worry. Frozen produce is just as nutritious as fresh!
- Try adding one smoothie daily using one fruit and one vegetable (such as pineapple and kale, or banana and spinach). Add protein powder, milk, or coconut water for different flavours and tastes!

### 3. Prime your enviroment for your goal

- Keep fruits visible on the kitchen counter rather than at the back of a fridge or in the cupboards. A visual cue can be a helpful reminder!
- Accountability! Asking a friend or family member to help with reminders, encouragement, and check-ins can help create a more supportive environment. Try making, planning, and eating meals together or sharing daily achievements made towards the goal.

**Need help finding new recipes that incorporate veggies and fruits?**

Trying new recipes is fun and helps diversify and add variety to everyday meals. However, constantly looking for new recipes can become a hassle. So, instead of finding new recipes, try 'adding more' to the current diet! Once there is consistency in eating more fruits and veggies, the next step could be to increase the challenge by trying new recipes.

**Tip to ‘add more’:** meal prep a side dish such as roasted potatoes, broccoli, or a salad. Add one serving of this side dish to each meal throughout the next few days. It takes the pressure off having to find new ways to incorporate veggies into everyday recipes!





# SWEET POTATO MUFFINS

Recipe from Dreena's Kind Kitchen, by Dreena Burton

## INGREDIENTS

- 1 cup precooked and cooled orange sweet potato skins removed
- 1 cup non-dairy milk
- 1/2 cup pure maple syrup
- 2 tbsp. hemp seeds
- 1 tsp. vanilla
- 2 cups spelt flour or 2 cups less 2 tbsp. whole-wheat pastry flour
- 2 tsp. baking powder
- 1 1/2 tsp. cinnamon
- 1/4 tsp. ground cardamom (can substitute nutmeg)
- 1/4 tsp. baking powder
- 1/4 tsp. sea salt
- 1/4 cup raisins or miniature non-dairy chocolate chips (optional, can use one/none, or combination of both)

## INSTRUCTIONS

1. Preheat oven to 350 and line a muffin pan with muffin liners (parchment liners work best). Add sweet potato, milk, maple syrup, hemp seeds and vanilla to a blender and puree until very smooth.
2. In a large bowl, add flour, baking powder, cinnamon, cardamom, baking soda, sea salt and chocolate chips or raisins. Stir through until well combined. Add wet mixture to dry and stir through until just well combined.
3. Scoop mixture into muffin pan (I use an ice cream scoop), filling 11-12 muffin cups. Bake for 24-26 minutes (closer to 26 minutes for fewer, bigger muffins; less time if filling full 12). Check doneness around 24 minutes, and let bake another minute or longer, or remove and let cool. Cool for a couple of minutes in the pan, then transfer to a baking sheet to cool more as desired. Then enjoy!



# WHEN MORE IS MORE

**Here are 3 ways to healthify yourself!**

**1. Add more vegetables:** Vegetables are nutrient dense and full of fibre, so you'll get more nutrition for a lower calorie hit. Eat vegetables at every meal, even breakfast. Toss tomato slices into your pan while cooking eggs or add a handful of greens to your protein shake. Cucumber slices are an easy choice as is adding chopped leftover veggies from last night's dinner to your frittata. Stuff a sweet potato or do a sheet pan breakfast with roasted veggies, sausage or smoked tempeh. How about breakfast pizza with bell peppers, tomatoes, onions and arugula?

**2. Add more movement:** This can be as simple as standing up more often.

Standing ramps our metabolism up, helps our mood and may inspire us to go for a quick walk after lunch.

Have walking meetings or stand while you're on the phone. Take breaks while streaming favourite shows and do some squats or stretches. Drink more water to encourage more bathroom breaks so you'll need to get up. Better hydration and more movement!

Choose stairs over elevators and park a few spots from building entrances to grab those extra steps. Do your own outside chores and dance with favourite tunes while you clean the house!

**3. Add more connection:** We know relationships are important but research shows social isolation and loneliness can be more harmful than obesity to our health and that even brief moments of positive connection can make a significant difference in our lives. Greet people throughout your day, while shopping, eating out; share your expertise at clubs, with neighbours; phone someone (not a text or email!) and connect live!





# PREFERRED SHOPPER SPECIALS

**JANUARY 1 - 15 ONLY!**

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



**Bremner's Organic Frozen Fruit**  
300g/600g

**\$4.99 / \$7.99**

The Bremner family prides itself on producing the highest quality farm produce and premium quality products.



**Liberté Yogurt**  
Multi Packs, Pkg. of 4  
or Méditerranée, 400g

**\$3.99**

Crafted using traditional Greek methods, the yogurt is strained according to the principles of old-time cheesecloth draining.



**Tree Island Grass-Fed Greek & Fruit Yogurt**  
325g & 350g

**\$4.49**

We make artisan Cream Top yogurt using local ingredients and traditional kettle cooking.



**Silk Non-Dairy Beverage**  
473 mL, 890 mL,  
1.75L & 1.89L

starting at

**\$3.29**

Plus Deposit,  
Recycling Fee  
Where Applicable

Kick start your day with A smile! Give your breakfast and recipes A boost. Smooth taste at every single bite!



**Joyya Ultra Filtered Milk**  
1 L

**\$4.49**

Plus Deposit,  
Recycling Fee  
Where Applicable

Discover Joyya, the 100% Canadian ultrafiltered milk with 75% more protein and 25% less lactose (sugar) than regular milk!



**JUST Egg Plant-Based Scrambled Egg**  
355g

**\$5.49**

Scramble plant-based JUST Egg like you would any other egg, serve up and enjoy!



**Earth's Own Oat Dairy-Free Products**  
Creamers, 473 mL,  
Oat Beverage, 1.75L &  
Dairy-Free Spreads, 340g  
From

**\$2.99**

Plus Deposit,  
Recycling Fee  
Where Applicable

V-oat-ed the Best Tasting Oat Milk in Canada! With our tasty flavour and creamy texture, what's not to love.



**Tofino Organic Kombucha**  
355 mL

**\$2.69**

Plus Deposit,  
Recycling Fee  
Where Applicable

At Tofino Kombucha, it's our mission to be your gateway to better nutrition and better health. Let our kombucha guide your gut!

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



**Eco-Max Natural Laundry Detergent**  
1.5L

**\$9.99**

Eco-Max laundry detergents give fabrics a powerful plant-based clean. No harsh chemicals. Safer for sensitive skin.



**Navitas Organic Cocoa Powder & Nibs**  
227g or 454g

**\$6.99 / \$12.99**

Navitas Organics Cacao is a simple 1:1 superfood swap for unsweetened cocoa powder in your favourite recipes.



**Now Stevia & Xylitol Products**  
Assorted Varieties & Sizes  
From

**\$7.99**

Our sweeteners truly taste great and can be incorporated into a variety of applications, from baking to beverages and everything in between.



**Konscious Plant-Based Sushi Products**  
Frozen, 204g/210g

**\$5.99 / \$6.99**

In The Freezer Aisle. Sushi Rolls, Onigiri and Poke Bowls made from whole grains, vegetables, legumes and fruits.



# PREFERRED SHOPPER SPECIALS

**JANUARY 16 - 31 ONLY!**

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



**Kettle Brand  
Potato Chips**  
198g

**\$3.29**

With so many unique flavours, it's hard to pick just one favourite!



**GT's Organic  
Raw Kombucha**  
480mL

**\$3.99** Plus Deposit,  
Recycling Fee  
Where Applicable

Our living foods are authentically fueled by organic plants, raw fermentation and naturally occurring probiotics.



**Zevia Stevia  
Sweetened Soda**  
Pack of 6

**\$5.89**

Indulge guilt-free with Zevia's naturally sweet, zero-sugar, zero-calories drinks.



**Evive  
Smoothie Cubes**  
Frozen, 405g

**\$9.99**

Prepare a delicious smoothie in seconds with Evive!  
Just pop, add liquid, shake & enjoy!



**Liberté  
Méditerranée  
Yogurts**  
500g

**\$4.49**

The chef's favourite and our artisans' pride.  
Manufactured in the purest Mediterranean tradition.



**Melt  
Organic Butter  
Alternatives**  
Assorted Sizes

starting at  
**\$3.69**

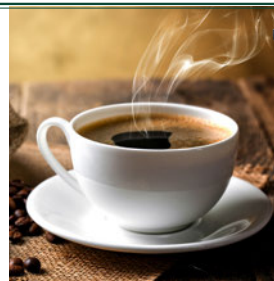
Plant-based products that aren't just delicious — but are also better for you, your food, and the planet.



**Caboo  
Bathroom Tissue**  
4's, 12's & 24's

starting at  
**\$3.99**

Tree-free TP made from sustainable bamboo.



**Kicking Horse Organic  
Fairtrade Coffee**  
Whole Bean, 454g

**\$15.99**

Kicking Horse coffee is roasted in the heart of the Rocky Mountains.

## NOURISHING LIFESTYLES SINCE 1990



**Carbone Premium  
Pasta Sauce**  
660 mL

**\$9.99**

Our take on the quintessential homemade sauce straight from the kitchen at Carbone.



**Stahlbush Island Farms  
Sustainable Frozen Fruit**  
283g & 300g

starting at  
**\$4.49**

Only perfect varieties that are naturally sweet, colorful, and bursting with flavour make it into our bags.



**Marukan  
Rice Vinegar**

Non-Organic 355 mL  
Organic 355 mL  
**\$3.99 / \$4.49**

Popularly used in sushi, salads, sauces and pickling.



**Floating Leaf  
Rice**

400g  
Organic Wild 300g  
**\$3.99 / \$8.99**

A family owned, Canadian manufacturer of wild rice and wild rice blends.





# 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.



## SPERRI MEAL REPLACEMENT

Malnutrition can result from low appetites, excessive energy needs, diseases, or psychological factors. Sperri is a meal replacement drink that delivers all of your daily nutrient needs, including all 9 essential amino acids, and omega 3's. With its delicious taste and smooth texture, it allows those with a low appetite to achieve better nutrition, promoting faster recovery, immune support and muscle maintenance. Furthermore, it contains no allergens, processed sugars or sweeteners, and is appropriate for those with Irritable Bowel Syndrome (IBS). You can drink Sperri on its own or add it to smoothies or cereal for extra energy and nutrients!

## KING SOBA NOODLES

King Soba Noodle Culture provides a wide range of organic, and non-GMO products. Their noodles are made from naturally wheat and gluten-free grains such as rice, quinoa, buckwheat, millet and amaranth making them suitable for celiacs or those sensitive to wheat and gluten.



Their products have a low-glycemic index, meaning when consumed the body takes longer to break down the carbohydrates, resulting in a slow rise in blood sugar. Try swapping pasta for these noodles or incorporate them in your next Asian-style dish!

## HOLOS MUESLI

Looking to soak up every last minute of sleep in the morning? Then try soaking this muesli overnight and enjoy a delicious, no-fuss breakfast. Holos is an organic overnight muesli that contains a unique blend of whole grains, nuts, seeds, dried fruit and spices that makes for a nutrient-dense breakfast. There are numerous benefits to soaking whole grains, nuts and seeds such as improving the absorption of certain nutrients including protein, iron and calcium and reducing gas-causing compounds like oligosaccharides and fructans. Simply add milk, leave it in the fridge overnight and customize it in the morning with toppings like fresh fruit or nut butter!







# Smokey White Bean Dip

By The Choices Markets Nutrition Team

## INGREDIENTS

- 1 - 14oz can** White Beans (rinsed)
- 1 cup** Roasted yam, squash, or canned pumpkin
- 2 tbsp.** Olive Oil
- 1 Clove** Garlic (crushed and chopped)
- 1 tsp.** Smoked paprika
- 3 oz.** Sliced Miyoko's Sharp Farmhouse Cheese (serve on the side)
- Salt to taste
- Cayenne pepper to taste (optional)

## DIRECTIONS

1. Place all ingredients in a blender or food processor. Blend until smooth. Add as much water if needed to help blend. Taste as you go and add salt as needed
2. Serve with slices of Miyoko's Sharp Farmhouse Cheese, crispy pita or crackers and carrots and snap peas.

## WE USED

### Miyoko's Creamery

Miyoko's cheese spreads deliver cheesy satisfaction, without the cheese! These delicious plant-based spreads are crafted using the finest nuts, legumes and grains. Including more plant-based foods is beneficial for the prevention and management of chronic diseases like diabetes and heart health.

Try swapping your regular cream cheese for

Miyoko's plant-based version or adding their cheeses to a plant-forward cheese board!





# WELLNESS CENTRE SPECIALS

## JANUARY 1 - 15 ONLY!

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



**NutraSea  
Omega-3  
Supplements**  
Assorted  
Varieties & Sizes

**20% OFF**

Ultra-pure, great tasting high quality omega-3. Helps support the maintenance of good health, cardiovascular health, cognitive and brain function.



**Vega One  
All-in-One  
Nutritional Shake**  
834g - 876g

**\$49.99**

Non-GMO, gluten-free, Vegan, no added sugar, no artificial colours, flavours or preservatives.



**Renew Life  
Probiotics**  
Assorted Varieties & Sizes

**20% OFF**

Our strongest daily multi-strain probiotic blend that provides 100 billion live bacterial cultures in a convenient once a day capsule.



**Aiya Matcha  
Green Tea**  
Culinary Grade, 100g/  
Ceremonial Grade, 30g

**\$21.99 / \$25.99**

Certified USDA Organic, Aiya's Organic Ceremonial Matcha is light and smooth with a pleasant vegetal aftertaste.



**Platinum Naturals  
Vitamin D3 & Oregano 8**  
Assorted  
Varieties & Sizes

**20% OFF**

Vitamin D3 is essential for a healthy immune system, cardiovascular health, bone health and many other systems in the body.



**Bullet Proof  
Supplements**  
Assorted  
Varieties & Sizes

**30% OFF**

Boost metabolism, reduce fat storage, and maintain healthy cholesterol levels.



**CanPrev  
Vitamins &  
Supplements**  
Assorted  
Varieties & Sizes

**20% OFF**

Canada's favourite magnesium! Developed by ND's. 200 mg therapeutic dose, offering 20% more elemental than most brands.



**Natural Factors  
Amino Acid  
Supplements**  
Assorted  
Varieties & Sizes

**20% OFF**

Enhances muscle recovery, energy, and immunity. As a free-form amino acid, it is more effective than the form obtained directly from food.



**Honibe Honey  
Lozenges &  
Gummies**  
Lozenges, Pack of 10/  
Gummies, Pack of 70

**\$4.49 / \$13.99**

Honibe Honey Lozenges are made with 100% pure Canadian honey.



**Martin & Pleasance  
Supplements**  
Assorted  
Varieties & Sizes

**20% OFF**

Contains a combination of traditionally used Chinese Medicine herbs, along with clinically trialed Andrographis to help fight the symptoms of the common cold and flu.



**NOW  
Vitamins and  
Supplements**  
Assorted  
Varieties & Sizes

**20% OFF**

Helps to temporarily promote relaxation; A factor in the maintenance of good health; With Vitamin B-6; Vegetarian / Vegan.



**Island Essentials**  
Shampoo or  
Conditioner, 450mL/  
Castile Soap, 944mL

**\$15.99 / \$19.99**

Our sulfate-free herbal shampoo & conditioner uses only Organic & Natural ingredients in 3 amazing scent choices.





# WELLNESS CENTRE SPECIALS

## JANUARY 1 - 15 ONLY!

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**Manitoba Harvest  
Hemp Hearts  
& Hemp Yeah  
Proteins**  
Assorted  
Varieties & Sizes

**30% OFF**

Shelling the hemp seed reveals the most nutritious and tender part of the seed: the heart. Ready to eat right out of the bag, Manitoba Harvest hemp hearts offer nutrition seekers a simple and delicious ingredient that adds plant protein and nutrients to any recipe or meal.

- 10g Protein
- 12g Omega 3 & 6
- 9 Essential Amino Acids
- Contains vital nutrients like magnesium, fibre, zinc, and iron
- Vegan, Paleo, Keto, and Gluten-Free
- Available in Organic and Natural



**Purica  
Sleep Support**  
60 Capsules

**\$38<sup>99</sup>**

Tired of counting sheep?  
Experience the rejuvenating power of faster, longer, restorative sleep with Sleep Support from PURICA. Unleash the potential of your best sleep with our natural formulation of Red Reishi, L-Tryptophan, Ashwagandha, Valerian, Chamomile & Melatonin.

Say goodbye to restless nights and embrace a new era of wellness.



**Himalaya  
Hello Energy  
Adrenal Support**  
Hello Energy or Hello Joy  
60 Capsules

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

The best views in life come after the highest climbs, but once you reach the top, you deserve to find a way to recharge. Himalaya Hello Energy has been clinically studied to restore energy levels, improve mood, and support normal cortisol and DHEA levels, all leading indicators of adrenal health and increased vitality. Hello Energy can help you achieve your daily tasks without taxing your adrenals, and without having to use stimulants like caffeine.

Happiness Through Wellness: Crafting traditional medicines based on Ayurveda, a 5,000 year old science that believes the journey back to wholeness begins with nurturing the capacity for joy. Trusting the gifts of nature and the irreplaceable relationship between the plant and its native soil for consistent healing properties



**Innotech  
Fasting Days**  
360g

**\$47<sup>99</sup>**

Fasting Days is formulated by Reginald Friesen M.D. and Innotech Nutrition to help support Intermittent Fasting with a balanced nutrient powder. Low in calories (Keto Friendly), non-GMO, non-dairy and free of sugar, gluten, MSG, artificial sweeteners, artificial flavours and colours. With 10 grams of amino acids, 13 vitamins and minerals including your daily electrolyte requirement. Drink this during your 18-20 hour fast.



**Earth Science  
Facial Care**  
Assorted  
Varieties & Sizes

**\$11<sup>99</sup>**

At Earth Science, we are dedicated to providing clean and effective skin, body, and hair care solutions created with plant-based ingredients from more healthful sources for sustainability and wellness. Hydrate your skin every day while treating it to a combination of earth's replenishing ingredients and anti-aging antioxidants. Rich in pure emollients, this light and silky lotion combines the moisturizing benefits of nourishing Almond, Aloe, Jojoba, and Hyaluronic Acid with natural antioxidants, Chamomile and Ginseng, to soften the skin and help reduce the appearance of premature aging and wrinkling.



**Seaweed Bath Co.**  
Hair Care or Body Wash, 354mL/  
Body Cream or Lotion,  
118mL - 177mL

**\$11<sup>99</sup> / \$13<sup>99</sup>**

We embrace the nourishing magic of the ocean in everything we do at Seaweed Bath Co. From hand-harvested seaweed to the endless gifts of the ocean, we energize, inspire, and restore. A salve for the body and soul, our trusted approach to skin and hair begins and ends with the sea. No matter where you go — or where you are — the ocean is always with you.



# WELLNESS CENTRE SPECIALS

**JANUARY 16 - 31 ONLY!**

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



**Beekeeper's Naturals  
Supplements**  
Assorted Varieties & Sizes

**30% OFF**

Supports your immune system with antioxidants, vitamin C, zinc, iron, B vitamins, and over 300 other beneficial compounds.



**Mega Food  
Vitamin and  
Supplements**  
Assorted Varieties & Sizes

**20% OFF**

Convenient, once-daily multis that nourish the whole body and are gentle enough to take on an empty stomach.



**Omega-3  
NutraCense  
Fibre**  
420g/1 kg

**\$17<sup>99</sup> / \$32<sup>99</sup>**

A delicious, organic flaxseed blend rich in fibre & nutrients for a healthy inside.



**Whole Earth & Sea  
Proteins and Greens**  
640g - 710g

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

100% fermented and certified organic formula providing 21 g of quality plant protein in every serving.



**Sproos  
Collagen**  
Assorted Varieties & Sizes

**30% OFF**

Our lifestyle-focused supplements and functional beverages are easy for busy individuals to incorporate into their daily lives and provide them with purposeful, clean and sustainable nutrition.



**Homeocan  
Traumacare**  
60 Tablets/  
50g Cream

**\$10<sup>99</sup> / \$19<sup>99</sup>**

Traumacare cream provides effective relief for:

- Muscle and Joint Pains
- Inflammation and minor injuries such as sprains, and contusions.



**Herbaria Wild Crafted  
Herbal Teas**  
25 Tea Bags

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

Valerian Tea boasts a long history of traditional use for sleep disorders, including insomnia.



**Prairie Naturals  
Zip Fuel  
or BCAA Fuel**  
300g - 315g

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

This tasty pre-workout drink mix induces your mind and body to work in sync to stimulate fat-burning and promote muscle growth.



**Santevia  
Alkalizing  
Water Filtration**  
Assorted  
Varieties & Sizes

**20% OFF**

From countertop units to 'on-the-go' options, Santevia filters and restore your tap water to its mineral-rich state, just like nature intended.



**Dr. Bronner's**  
**Pure-Castile Soap**  
237mL  
**Lotion**  
237mL

**\$8<sup>49</sup> / \$10<sup>99</sup>**

With no added fragrance and double the olive oil, our Baby Unscented Pure-Castile Liquid Soap is good for sensitive skin & babies too!



**Schmidt's  
Deodorant**  
Assorted Varieties  
75g

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

Canada's #1 Natural Deodorant is always plant-based, certified vegan and cruelty free.



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

**20% OFF**

Our Natural Epsom Salt is extracted from an ancient underground deposit. Traditionally used in herbal medicine to help relieve pain and inflammation in muscles and joints.





# WELLNESS CENTRE SPECIALS

## JANUARY 16 - 31 ONLY!

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

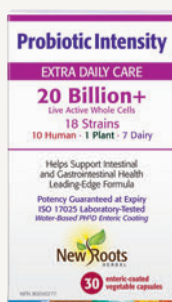


**Salus  
Floradix & Floravit  
Liquid Iron Formula**  
250 mL/500 mL

**\$23<sup>99</sup> / \$39<sup>99</sup>**

Floradix Liquid Iron Formula is clinically proven to raise serum ferritin levels (iron levels) quickly and restore your energy.

- Formulated for those with low iron or anemia
- Easily absorbed, non-constipating formula.
- Contains B Vitamins and Vitamin C for enhanced absorption
- Vegetarian, kosher, no additives, preservatives, added sugars or alcohol
- Naturopath recommended



**New Roots  
Probiotics**  
Assorted  
Varieties & Sizes

**20% OFF**

New Roots Herbal is a pioneer in probiotics, with an extensive selection of daily use and condition specific formulas, featuring scientifically researched probiotic strains.

Results driven formulas are only as effective as their delivery method. This inspired the development of the exclusive GPS enteric coating. It keeps harsh stomach acid from seeping into the capsule and protects it from disintegrating in your stomach. This safeguards the delicate probiotics and preserves their viability until they reach the safety of your intestines! Once there, the capsule releases live, healthy, colony forming probiotics, which get to work on improving your gut health!



**Sisu  
Stress and Sleep  
Supplements**  
Assorted  
Varieties & Sizes

**20% OFF**

Full-spectrum B vitamin formula plus rhodiola to support overall health, particularly in people under physical or mental stress. B vitamins support the nervous system, adrenal function, and hormonal balance and combat deficiencies caused by various chronic diseases, a vegetarian diet, stress, and age. Rhodiola is an adaptogen, meaning it normalizes production of certain hormones within the nervous system to invigorate a sluggish system or calm an agitated one. It is clinically proven to decrease mental fatigue, improve mental and physical performance during periods of work-related stress, and promote general well-being.



**A. Vogel  
Echinaforce  
Supplements**  
Assorted  
Varieties & Sizes

**20% OFF**

Echinaforce Sore Throat Spray from A. Vogel is used to treat painful inflammation and infection of the throat such as pharyngitis, tonsillitis, soreness and hoarseness. A combination of echinacea, peppermint and sage that is fast acting, cooling and soothing.

Organic cultivation certified by Bio Suisse.

- Fresh, organically grown echinacea purpurea herb tincture
- Quickly relieves throat pain and inflammation
- Antibacterial effect
- Long nozzle directly targets affected area
- Treats pharyngitis, tonsillitis and hoarseness
- Clinically proven
- Lactose and gluten-free
- Vegan and Cruelty-free



**Boiron  
Oscilloccinum**  
6 Doses/30 Doses

**\$11<sup>99</sup> / \$29<sup>99</sup>**

Regulated as medicines by Health Canada since 1990, Boiron homeopathic products meet the highest manufacturing and marketing quality standards. Oscilloccinum is a homeopathic medicine that reduces the duration of flu-like symptoms and relieves body aches, headache, fever and chills. Oscilloccinum does not cause drowsiness or sleeplessness and is suitable for the whole family: adults, children and infants.

Oscilloccinum is available in different size formats.



**Newco  
Rub Ease**  
120 mL

**\$23<sup>49</sup>**

See Instore for more  
NewCo Products on Sale

Natural Pain Relief Cream Contains a synergistic blend of Arnica Flower Extract, as well as Menthol, MSM, Hyaluronic Acid, Glucosamine Sulphate, Chondroitin Sulphate, Peppermint, Wintergreen, Tea Tree & Eucalyptus Oil. This cream may provide relief from the pain of sports injuries, inflammation, arthritic pain, sore muscles, joint pain and bruises.

- Active cooling and soothing peppermint and eucalyptus essential oils
- Deep penetrating and well absorbed for an easy to apply massage cream





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Choices.Market

## 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 – NOW OPEN

319 Island Hwy East  
250.947.8000

### 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 CO2

**Smog:** 5 kg NOx

**Energy:** 23 GJ

Results based on the Rolland Environmental Calculator

# CHOICES MARKET

## NOW OPEN

## PARKSVILLE, BC

### 319 Island Highway East

# DISCOVER LOCAL CHOICES



## Discover the LARGEST Selection of Wellness Choices on Vancouver Island



### Your Choice for Wellness

Discover the largest number of vitamins, supplements and natural body care items on Vancouver Island to balance, restore and rejuvenate your body and mind.



### Need Help?

We're here to help you navigate our extensive collection of wellness products. Simply speak to a member of our Wellness Team for one-on-one advice that's suited to your health needs.



### Live Pure

Stop by Pure Integrative Pharmacy for your prescription compounding and explore the widest assortment of professional-grade supplements you will find on the island to ensure your optimal health solutions.



*Pure*  INTEGRATIVE  
PHARMACY

Phone: 250-947-8001

Pharmacy Hours: Monday - Friday 9am - 6pm |  
Saturday 9am - 5pm | Sunday 10am - 4pm