

CHOICES MARKET



THE

HEARTBEET

May 2024

WOMEN'S HEALTH MONTH

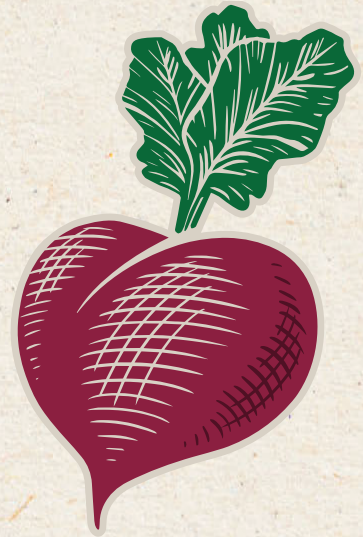
Discover Dandelion ~ BY CHEF ANTONIO pg 5

Edible Flowers ~ pg 6



HEY NEIGHBOUR!

HERE'S
WHAT'S HAPPENING
AT CHOICES MARKET



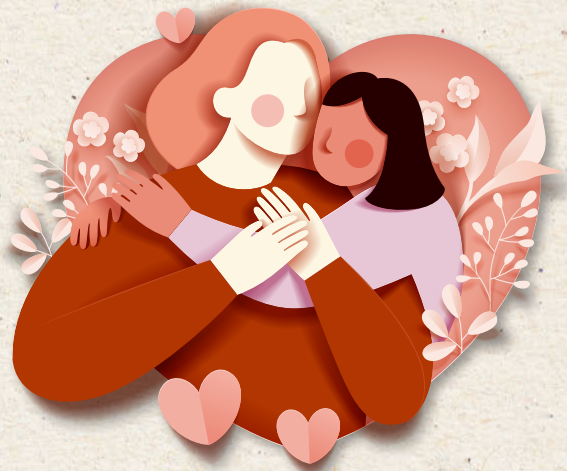
MOTHER'S DAY

May 12th is all about Mom.

Come to Choices to get Mom's favourite items, like Fairtrade chocolates, beautiful floral arrangements or natural body care products. If you need help in the kitchen, don't forget that the Choices Deli has dozens of ready to heat and eat options available so everyone can take a night off in the kitchen.

Need a quick dessert?

Try our selection of amazing cakes and cupcakes from our bakery. We've got some amazing alternate flour recipes that make it easy for everyone to enjoy a treat. No matter what your Mother's Day traditions are, Choices is here to help.



WOMEN'S HEALTH

This month, we've got some great articles specifically tailored for Women and Women's health concerns. Whether you're young or old, the Choices Nutrition team has advice that can help women live their best at any stage of life. Read this month's articles for more info, or speak to a member of our brilliant in-store Nutrition Team members for more.



SEMINARS

Brought to you by:
THE WELLNESS HUB
AT CHOICES MARKET

NOURISH & KNOWLEDGE NIGHTS

Hosted by: The Choices in-store Nutritionists

Are you looking to socialize, connect with your community, and gain valuable nutritional info? Great news!

Come to our monthly in-person Nourish and Knowledge Nights with educational games, prizes, snacks and non-alcoholic drinks!

Dates, Times & Locations:

Kistilano - May 7th, 7pm - 8:30pm

Abbotsford - May 1st, 7pm - 8:30pm

South Surrey - May 2nd, 6:30pm - 8:00pm

Kelowna - May 14th, 7pm - 8:30pm

MAY IN-STORE

Free Event

There is no age restriction; all are welcome but this event is geared at those 19+ year olds

This is an exclusive event with limited availability, registration required.

Scan the QR Code to Register:



REGISTER ONLINE AT [CHOICES.MARKET/EVENTS](https://www.choices.market/events)



HORMONES THROUGH THE AGES AND MORE!

with **Lorna Vanderhaeghe**
& **Caitlyn Vanderhaeghe**

Learn everything you need to know about your hormones. Discover which nutrient deficiencies can create hormonal health problems in teens, pregnancy, perimenopause, menopause and post menopause. Discover why the first 1000 days of your child's life is key to optimal health.

Sponsored By: **KidStar Nutrients**

MAY 7

7pm - 8:30 pm

IN-STORE SOUTH SURREY



MAY 22

4pm - 5:30 pm

IN-STORE PARKVILLE

MAY 28

7pm - 8:30 pm

IN-STORE SOUTH SURREY

HEALTHY AGING: ENZYMES FOR LIFE

with **RoseMarie Pierce, B.Sc. Pharm.**

Using Enzymes for Better Health: Digestive Health Aids, Stomach Acid Support, Constipation Relief, Anti-Inflammatory Alternatives Everyone knows the saying: "You are what you eat." More accurately, "You are what you digest!" Digestive enzymes are the keys to healthy digestion. Supplementing our diets with a variety of natural digestive enzymes ensures that we will unlock, break down, and utilize the many complex and nourishing components of our food, including dairy and gluten.

Did you know that enzymes have healing power far beyond their use as digestive aids? Learn how to use enzymes to reduce inflammation, improve acid reflux & IBS, relieve constipation, balance pH, increase mineral absorption, reduce intestinal infections and much, much more....

Sponsored By: **Prairie Naturals**



DISCOVER

DANDELIONS

BY CHEF ANTONIO



As spring advances into May, the bright yellow colour of dandelion flowers is a constant present in urban and country environments. Considered by most gardeners to be a pest, the humble dandelion is actually a great source of nutrients. The dandelion has been a staple of nutrition and traditional medicine for millennia.

Probably brought to the American continent by early European explorers, dandelion was soon adopted by Native Americans for food and medicine. Early written records from the medieval period have mention of *Taraxacum*, the botanical name of the plant. In the east, traditional Chinese medicine also shows records of its use dating back thousands of years.

The English name derives from French for lion tooth, *Dent d'lion*. The inspiration comes from the leaves' jagged look. Many other regional names are tied to its look or medicinal properties and diuretic effects, like milkwitch, wet-a-bed, wild endive and Irish daisy.

The whole plant is edible from root to flower. Young leaves, usually harvested before the plant goes to flower, can be consumed raw, in mixed leaf salads or cooked just like chard or spinach. It can also be steamed and sauteed as a veggie side, as a filling for dumplings and pastas, incorporated in savoury pies and strudels, or in quiches and in vegetable soups.

The roasted root is used as a coffee substitute, even though it does not contain any caffeine. It can also be consumed cooked as a vegetable. It is one of the original ingredients of root beer, alongside burdock root. The golden flowers can also be consumed raw, pickled, or battered and fried as simple ideas.

Many recipes exist for dandelion flower wine. Usually paired with citrus flavours, in new England dandelion wine is a long-standing tradition. Consumed in early spring as a medicinal tonic. Look for this tasty weed in the fields or more easily in our organic produce rack. Delicious and super healthy you can't go wrong with this bright yellow wonder.



DANDELIONS QUICK FACTS

- Dandelions are perennial plants, meaning they can live for several years. They reproduce both sexually, through seeds, and asexually, through vegetative propagation from their root system.

- Dandelions have long taproots that can reach deep into the soil, sometimes up to 10 inches or more. This allows them to extract nutrients from deep within the ground.

- A single dandelion plant can produce hundreds of seeds that are dispersed by the wind. The fluffy white parachutes the seeds fly on are called pappus.



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.

Healthy Mom, Healthy Baby

Nutritious and true!

By: Vishnu Vida, BSc, MSc

Proper diet is essential for a healthy pregnancy for both the mother and the baby. A nutritious diet can help avoid low birth weight, early delivery, birth abnormalities, and other issues during pregnancy. It is never too late to make the right choices.

Your body is under additional demand during pregnancy. Maintaining a nutritious diet during pregnancy will help you get ready to care for yourself, the newborn, and the rest of the family.



Focus on key Nutrients

Folic Acid is vital in the early stages of pregnancy, supporting healthy development of the fetus's brain, spine, and spinal cord. Foods rich in folic acid include spinach, broccoli, lentils, and fortified cereals. Since this nutrition is so key, it is important to talk to your healthcare provider as you will need a prenatal supplement containing folic acid to ensure you are meeting your needs.

Iron aids in the baby's growth and development. Lean meats like liver and kidney, as well as green leafy vegetables and cooked beans, are excellent sources of iron. Iron supplements should only be taken under medical advice due to potential side effects.

Calcium is essential for both maternal and fetal bone health. Opting for low-fat varieties is recommended for higher calcium content.

Iodine supports the baby's brain growth, with seafood like tuna and cod being good sources.

DHA an omega-3 fatty acid, promotes healthy brain, eye, and nervous system development. Sources include fatty fish low in mercury, omega-3 enriched eggs, walnuts, and chia seeds. Talk to your health care provider about including limited sources of fatty fish during your pregnancy.

Protein intake should be increased during pregnancy to support fetal growth. Choose from a variety of sources such as seafood, lean meat, poultry, beans, peas, soy products, nuts, and seeds.

Choline is essential for central nervous system development and is readily transferred from mother to fetus. Foods rich in choline include quinoa, soybeans, potatoes, peanuts, kidney beans, and beef.

Follow these tips to build a healthy eating routine.

ENHANCE YOUR CULINARY ADVENTURE: EMBRACE THE BEAUTY AND FLAVOUR OF EDIBLE FLOWERS!

By: The Choices Nutrition Team

Are you ready to elevate your culinary game while adding a dash of elegance to your dishes? Look no further than the delightful world of edible flowers! Not only are these blossoms visually stunning, but they also offer a burst of unique flavors and a plethora of health benefits. Let's dive into the enchanting realm of edible flowers and explore how to incorporate them into your recipes.

Firstly, it's essential to ensure that the flowers you use are indeed edible and if you're uncertain, consult a Choices Nutritionist. Now, let's talk about some popular choices and how to use them:

- 1. Roses:** Known for their romantic appeal, roses also bring a delicate flavour to dishes. Use them to infuse syrups, make rosewater for desserts, or add petals to salads for a touch of sweetness.
- 2. Lavender:** This fragrant flower adds a subtle floral note to both sweet and savory recipes. Incorporate dried lavender into baked goods like cookies or infuse it into teas for a calming experience.
- 3. Nasturtiums:** Vibrant and peppery, nasturtium flowers are perfect for salads, sandwiches, or as a garnish for soups. They're rich in vitamin C and antioxidants, adding a health boost to your meal.
- 4. Calendula:** With its bright orange petals, calendula not only brings colour but also a slightly tangy flavour. Use it to decorate cakes, infuse oils, or steep in hot water for a soothing herbal tea.
- 5. Violets:** These delicate flowers are not only pretty but also pack a punch of flavour. Add them to salads, freeze them in ice cubes for a decorative touch to drinks, or crystallize them for sweet treats.

Remember to use edible flowers sparingly and experiment with different combinations to find what suits your taste buds best. Additionally, always wash them thoroughly before consumption. Incorporating edible flowers into your cooking not only adds flair to your dishes but also introduces a whole new world of flavors and health benefits. So, why not embark on this culinary adventure and let your creativity bloom, Happy cooking!





Mango Carrot Cake

Recipe reprinted from Dreena's Kind Kitchen by Dreena Burton

The pureed mango adds such moisture and natural sweetness it's hard to believe!

INGREDIENTS

CAKE:

1 1/2 cups	Spelt Flour
1/2 cup	Almond Meal
3 tbsp.	Coconut Sugar
1 1/2 tsp.	Baking Powder
1/2 tsp.	Baking Soda
1 tsp.	Cinnamon
1/4 tsp.	Sea Salt
1/4 tsp.	Ground Allspice
1/4 tsp.	Ground Nutmeg
1 cup	Frozen Mango Chunks (see note for substitution)
1/2 cup	Sliced Ripe Speckled or Overripe Banana
1/4 cup	Plain Non-Dairy Milk
1/2 cup	Pure Maple Syrup
1 tsp.	Lemon Juice or Apple Cider Vinegar
1 tsp.	Pure Vanilla
1 cup	Grated Carrots

FROSTING:

1/3 cup	Softened Coconut Butter (see note for substitution)
3 - 3 1/2 tbsp.	Non-Dairy Milk
3 - 3 1/2 tbsp.	Pure Maple Syrup
1/8 tsp.	Sea Salt
2 tsp.	Lemon Juice

DIRECTIONS

CAKE:

1. Preheat oven to 350°
2. Prepare an 8 × 8 glass pan (or similar size) by wiping surface area with a light coat of oil, and then using a thick strip of parchment paper to line the inside (makes it easier to remove the cake after cooling).
3. In a large bowl, add flour, almond meal, coconut sugar, baking powder, baking soda, cinnamon, salt, and allspice.
4. In a blender, add mango, banana, maple syrup, milk, lemon juice, and vanilla. Puree until smooth. Add wet mixture to dry, along with the carrots. Stir until just well combined.
5. Pour mixture into prepared pan. Bake for 35-40 minutes, until a toothpick or skewer inserted in the centre comes out clean. Once cool, frost (see below), then let frosting cool, and serve.

FROSTING:

1. Gently warm the coconut butter (or raw cashew butter, see note) by either placing the jar in a hot water bath, or by placing the measured 1/3 cup in a warm oven (about 250 degrees) until it softens.
2. Once softened, measure and mix all ingredients (starting with 3 tbsp each of milk and maple syrup) together in a bowl until well combined. Add extra milk/syrup as needed to thin and sweeten as desired.
3. Use a spatula to spread frosting over the cake. Chill and serve!

Serves 6

Mango: I have tested this cake with frozen pineapple and it is also delicious! Because pineapple is sweeter, use a scant 1/2 cup measure of maple syrup.

Coconut Butter Substitution: If you don't want to use coconut butter, substitute raw cashew butter. It is thick and has a pale color, so works quite well. You won't need as much milk to thin, since it isn't as dry as coconut butter. Start with 1 tbsp milk, then adjust as needed.



PREFERRED SHOPPER SPECIALS

MAY 1 - 15 ONLY!

Become a Preferred Shopper today.
DISCOVER SAVINGS & EARN POINTS

Ask us for details in store.



**Ritter Sport
Chocolate Bars**
Select Varieties
100g

\$3.49

We offer our favorite chocolate with the best ingredients for every taste: whole biscuits, crunchy hazelnuts, sweet strawberries, alpine milk, and more!



**Schär Gluten-Free
Crackers & Cookies**
Select Varieties

\$7.99

Schar gluten-free products are freshly baked, made with real ingredients, and taste great.



**Bob's Red Mill
Gluten Free
Rolled Oats**
907 g

\$9.99

Our Gluten Free Organic Old Fashioned Rolled Oats were created to fulfill our customers' need for old fashioned rolled oats that are gluten free and organic.



**Rise
Better Sodas**
Pack of 4

\$8.99

Plus Deposit,
Recycling Fee
Where Applicable

Upgrade your soda game with RISE, healthier and just as delicious. Low in sugar, high in taste.



**Lesser Evil
Organic Popcorn**
142g

\$4.69

Our organic popcorn is made with only three ingredients: organic popcorn, extra-virgin coconut oil, and Himalayan pink salt.



**Earth's Own
Oat Beverage**
1.75 Litres

\$4.49

Plus Deposit,
Recycling Fee
Where Applicable

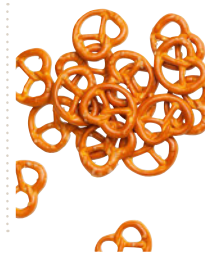
Oat Milk You'll Love – We're plant-based, totally Canadian, and make zero compromises when it comes to taste.



**Liberté
Classique
Yogurts**
650g

\$3.99

Taste. Made simple. This is the 'stirred' plain yogourt you may have grown up eating. Light and flavourful.



**Glutino Gluten-Free
Cookies & Pretzels**
156g

\$5.99

Looking for delicious gluten-free food? Glutino carries a wide variety to serve any gluten-free need.

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



**Only Goodness
Organic Honey**
750 mL

\$9.99

The perfect natural sweetener for all manner of recipes.



**Dairyland
Lactose Free Milk**
1.89 Litres

\$5.99

Plus Deposit,
Recycling Fee
Where Applicable

Enjoy Canadian milk without worrying about lactose. Try our lactose free milk, easy to digest with all the goodness of milk.



**Made Good
Organic Granola Bars**
Assorted Varieties
120g

\$3.99

These granola bars are really delicious and healthy it's an ideal snack for kids to have good source of nutrients.



**Only Goodness
Organic Almond Butter**
340g

\$12.99

Perfect on toast, in smoothies, or in other savory dishes.



PREFERRED SHOPPER SPECIALS

MAY 16 - 31 ONLY!

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Ask us for details in store.



**Hardbite
All Natural
Potato Chips**
128g & 150g

\$3.49

Every chip comes dressed in all-natural seasoning and is free from GMOs, trans fat, cholesterol and gluten.



**Righteous
Gelato**
Also Dairy-Free options
473 mL

\$6.99

Small batch and plant based gelato made with only the good stuff. Made in Canada. Gluten free & dairy free options.



**Theobroma
Chocolate Bars**
31g

\$1.69

Theobroma Chocolat has pure, natural and completely organic cocoa bases. Made in Canada.



**Sweetleaf
Water Drops**
48 mL

\$4.49

Flavor coffee, water, smoothies & more with this zero-calorie, zero-carb stevia.



**Nuts To You
Organic Nut Butters**
Assorted Varieties
250g

\$5.99

Nuts to You Nut Butter Inc is a Canadian, family-owned, organic and natural nut butter manufacturer.



**Earth's Own
Organic Naked
Oat Beverage**
1.75 Litre

\$5.99 Plus Deposit,
Recycling Fee
Where Applicable

Pure bliss. We just use four simple ingredients to make this oat awesomeness: organic oats, water, sea salt and natural enzymes.



**Faith Farms
Cheese**
360g & 380g

\$6.99

The perfect start for grilled cheeses, nachos, or topped onto burgers



**Olympic
Organic Yogurt**
Select Varieties
650g

\$5.49

Thick, Rich & Delicious – Olympic Yogurt Made in Canada with 100% Natural Ingredients.

NOURISHING LIFESTYLES SINCE 1990



**Only Goodness
Organic Pesto Basil**
Also Vegan Pesto Basil
180 mL

\$5.99

Great add on for pasta dishes and spread for sandwiches.



**Only Goodness
Organic Tomato
Sauce**
398 mL

\$3.49

Organic tomato sauce. Ideal for homemade sauces, soups & stews.



**Only Goodness
Gluten Free Pasta**
340g

\$3.49

Made with corn & rice flour.



**Favuzzi
Extra Virgin Olive Oil**

Black Truffle Intensity
100 mL 500 mL

\$12.99 / \$16.99

Our extra virgin olive oil's moderate black truffle flavour is reminiscent of shallots and garlic, while its texture is buttery.



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.



FRUIT & VEGETABLE TRAYS

In a hurry? Grab one of our assorted fresh-cut fruit and veggie trays locally made in Richmond from a combination of local and imported produce! Choosing pre-cut fruits and veggies when you're on the go will help you and your family meet Health Canada's recommendation making half of your plate fruits or vegetables.



CHOICES SALAD DRESSINGS

Have you tried our tasty salad dressings yet!?

Choices Salad dressings are made in house and use whole food ingredients with no added preservatives whatsoever.

They are rich in healthy fats and antioxidants which are important to reduce risk of heart disease and certain types of cancer.

Try our Tamarind Honey and Moringa Green Olive to elevate your favourite summer salad!



Miso Sesame Vinaigrette

By: The Choices Market Nutrition Team

INGREDIENTS

- 1 tbsp. Sesame Oil
- 5 tbsp. Extra Virgin Olive Oil
- tbsp. Lemon Juice
- 1 tbsp. Amano Miso
- 1 tbsp. Tahini
- Salt & Pepper to taste

DIRECTIONS

1. Pour all ingredients into a small bowl.
2. Whisk ingredients together. Use on a salad and store leftovers in fridge for up to 5 days.

WE USED

AMANO MISO

Looking for a miso that brings true Japanese tradition? Amano Miso has been creating high quality miso since 1939 right here in the heart of Vancouver!

Not only is Amano Miso a great way to flavour soups, but you can also use it in homemade gravies, or in stir-fries and salad dressings.





WELLNESS CENTRE SPECIALS

MAY 1 - 15 ONLY!

Become a Wellness Shopper today.
DISCOVER SAVINGS & EARN POINTS

Ask us for details in store.



**Innotech Nutrition
Whole Tea Detox
and Cleanse**

\$29⁹⁹

Help support your natural ability to cleanse by counteracting the accumulation of toxins and waste.



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

See Instore for more
Vega Products on Sale

\$52⁹⁹

Protein & Energy

- Brand New to Vega!
- 20g of plant based protein
- MCTs • 100mg of caffeine from coffee berry



**Flora Udos Oil
Omega 3-6-9 Blend
& DHA Oil**

20% OFF

Plant-sourced, organic unrefined oil blend is designed to provide the ideal 2-to-1 ratio of omega-3 and omega-6 fatty acids.



**Platinum Naturals
Meno-Thrive**
60 Softgels

\$27⁹⁹

Fast relief in just 7 days from night sweats and hot flashes.



**Nordic Naturals
Omega-3 Fish Oils**
Assorted Varieties & Sizes

20% OFF

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



**Prairie Naturals
Digestive Enzymes**
Assorted Varieties & Sizes

20% OFF

Ginger extract. Traditionally used in herbal medicine to rapidly alleviate nausea, bloating and gas.



**Phillip Adam
Hair & Body Care
Products**
Shampoo, Conditioner,
Body Wash & Lotion
237 mL - 400 mL

\$14⁹⁹

Phillip Adams leave-in conditioner is easy to use for those that are wanting to add a little extra body, hydration, and heat protection.



**Aura Cacia
Essential Oils**
Assorted
Varieties & Sizes

25% OFF

Aura Cacia offers natural essential oils, diffusers and aromatherapy products made from simple and pure botanical ingredients.



**La Luna
Journey Home
Candles**
Assorted Varieties & Sizes

20% OFF

Our candles are made of 100% vegetable and non-GMO soy and coconut waxes. Our candles are vegan and allow a cleaner combustion.



**Dr. Hauschka
Facial Care**
Assorted
Varieties & Sizes

20% OFF

Radiant skin the sustainable way, with Natural Cosmetics that care for you and the planet.



**Nature's Aid
Aloe Skin Gel &
Moisturizing Gels**
Assorted
Varieties & Sizes

20% OFF

With 3x more aloe vera than other products and multi-purpose capabilities, you can take care of all your skincare needs.



**Redmond
Earthpaste
Toothpaste**
113g

\$9⁴⁹

No foaming agents, no colouring, no glycerin, and no fluoride. Everything your mouth needs to feel and be clean, and nothing extra.



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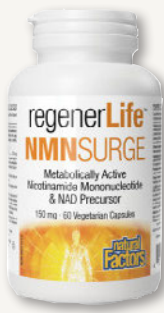


**Healthology
Inflamma Mend**
60 Softgels

\$39⁹⁹

People who are living with chronic health conditions, are experiencing pain, or have undergone long-term exposures to physical, infectious, or environmental damages will undoubtedly have high levels of chronic inflammation, but the signs can be easy to miss.

INFLAMMA-MEND targets inflammation by reducing pain and swelling, increasing the production of anti-inflammatory mediators, and preventing the production of pro-inflammatory cells. The individual components of INFLAMMA-MEND work synergistically to provide support for both short and long-term exposures to damage by targeting the underlying mechanisms of inflammation.



**Natural Factors
RegenerLife
NMN Surge**
60 Capsules

\$47⁹⁹

Aging is caused by so many processes, but did you know there are several natural compounds that are pivotal to healthy biological aging, such as NAD+? Give your life a surge with RegenerLife NMNSurge. Nicotinamide mononucleotide (NMN) is a biologically active form of vitamin B3 that is converted into NAD+, providing support for optimal energy production and cell renewal. This unique anti-aging ingredient rejuvenates cellular health to provide anti-aging support!

Provides a cutting-edge, metabolically active form of vitamin B3

Activates NAD+ for anti-aging support
Supports energy production in cells
Replenishes age-related declines in NAD+



**Organika
Collagen
Supplements**

30% OFF

From healthy hair, glowing skin and strong nails to gut and joint health – this super powder has super powers! Organika's Enhanced Collagen is a clean, single-ingredient formula, sourced from grass-fed, pasture-raised cattle and free from all hormones, antibiotics, GMOs and gluten. This flavourless and odourless formula is hydrolyzed for maximum absorption in the body.

Supports skin rejuvenation, hydration and texture
Helps maintain healthy joints
Collagen may strengthen and promote the growth of hair and nails
Collagen may support gut health and weight management



**Ancient Minerals
Magnesium Bath
Flakes**
750g

\$10⁹⁹

Ancient Minerals Magnesium Bath Flakes Ultra
The same high potency magnesium chloride as our best-selling magnesium bath flakes, but with elemental sulfur. Ancient Minerals® magnesium bath flakes ultra, utilize premium distilled OptiMSM® and pure magnesium chloride. Without sufficient MSM sulfur, your body cannot maintain an appropriate level of homeostasis, and OptiMSM® has earned the reputation for the purest, safest, and most consistent MSM in the world.

Ideal for children and other sensitive individuals
Effective for stress relief and relaxation
Great for soaking muscles and joints



**Mad Hippie
Hydrating
Facial SPF**
Assorted
Varieties & Sizes

20% OFF

• A clear, clean mineral SPF 25+ w/ 80-min water resistance loaded with actives to keep your skin protected, hydrated, and healthy! Our lotion blends in beautifully, and is perfect for daily use around town, a jog, or a trip to the beach!

• Protect & nourish your skin with hydrating hyaluronic & polyglutamic acids, while natural antioxidant-rich oils work alongside vitamin C + ferulic acid to fend off aging UV rays!

• 25+ Zinc Oxide SPF | UVA/UVB Broad-Spectrum | Clear, Clean Coverage | 80-Min Water Resistant | Fragrance-Free | Reef Safe



**Incrediwear Braces
and Circulation Socks**
Assorted
Varieties & Sizes

20% OFF

Incrediwear products increase circulation to reduce inflammation & swelling, relieve pain, restore mobility, and accelerate recovery. Our proprietary fabric is embedded with semiconductor elements that increase blood flow to bring you better healing in less time. Whatever your physical activity of choice, Incrediwear helps you do it better as it helps you prevent injuries to live an active life. Incrediwear helps you perform at the highest level and brings quicker recovery so you can get back at it sooner.



WELLNESS CENTRE SPECIALS

MAY 16 - 31 ONLY!

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Ask us for details in store.



**MegaFood
Vitamin and
Supplements**
Assorted Varieties
& Sizes

20% OFF

Premium supplements made with nutrients and real food from trusted farm partners who share our commitment to organic and regenerative agriculture.



**New Roots
Strong Bones**
90 Capsules/180 Capsules

\$27⁹⁹ / \$49⁹⁹

Strong Bones is a broad-spectrum formula to defend against osteoporosis.



**Sisu
Magnesium**
Assorted Varieties
& Sizes

20% OFF

Plays a key role in maintaining muscle health and heart function, preventing headaches and migraines, and supporting healthy bone formation.



**Genuine Health
Omega3+Joy**
120 Softgels

\$49⁹⁹

This high EPA omega-3 fish oil enhances your mood, fights against seasonal blues and takes you to your happy place, naturally.



**Ener-Life
Ener-C & Ener-D
Supplements**
24's - 30's

\$14⁹⁹

Ener-Life delivers the ultimate in all-natural Vitamin and Mineral Drink Mixes.



**Purica
Skin Care**
60 Capsules

\$34⁹⁹

Designed to reduce UV-related skin sensitivity and damage, while also acting as a potent source of antioxidants.



**Dom's Natural
Deodorant**
50mL

\$14⁹⁹

• Aluminum free formula • Vegan & Cruelty Free
• SLS free • Plastic-Free Jars



**Colour Energy
Dead Sea Salts**
Coarse or Fine
600g/1 kg

\$12⁴⁹ / \$18⁴⁹

Dead Sea Salts has been shown to promote a greater feeling of well-being and at the same time have a natural anti-wrinkle effect!



**Auromère
Ayurvedic
Toothpaste**
75mL

\$7⁹⁹

A gentle yet powerfully effective formula with Neem, Peel, and over 20 additional Ayurvedic herbal ingredients for optimal oral hygiene.



**NOW
Essential Oils &
Topical Oils**
Assorted
Varieties & Sizes

20% OFF

NOW insists on the best raw materials, gentle processing methods, and an industry-leading commitment to quality when creating our essential oils.



**Heritage Store
Black Castor Oil**
237 mL

\$17⁹⁹

Rich in omegas, minerals, and ricinoleic fatty acids, it helps hydrate dry skin and nourish hair.



**Works Wonders
Calendula Body Care**
Assorted
Varieties & Sizes

20% OFF

Handcrafted products made with sustainably grown lavender and calendula from Gabriola Island, BC.

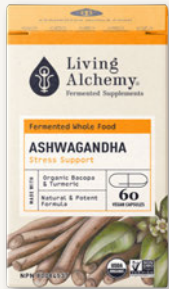


WELLNESS CENTRE SPECIALS

MAY 16 - 31 ONLY!

Become a Wellness Shopper today.
DISCOVER SAVINGS & EARN POINTS

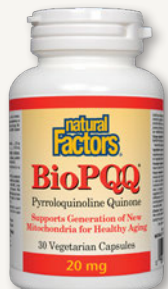
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**Living Alchemy
Whole Food
Probiotics & Herbal
Supplements**
Assorted Varieties
& Sizes

25% OFF

The ultimate adaptogen for everyday stress support, energy, and strength. Through fermentation we enhance the antioxidant, anti-stress bioactive compounds and natural healing potency of ashwagandha while also making it easier for your body to absorb and digest. Fermented ashwagandha contains higher levels of withanolides, an antioxidant, anti-stress bioactive compound. With added supporting herbs organic bacopa and turmeric, the result is a potent supplement for mental and physical wellness while helping to improve anxiety, mood, focus, and concentration.



**Natural Factors
Cognitive Support
Supplements**
Assorted Varieties
& Sizes

20% OFF

With its own unique needs, the brain relies on a wide range of vitamins, minerals, antioxidants, and micro- and macronutrients for optimal memory, focus, and mood*. Natural Factors offers a range of dietary supplements to help support cognitive health, such as omega-3 fatty acids, phosphatidylserine, and acetyl-L-carnitine, which support the normal structure and function of brain cells, a healthy nervous system, and mental energy throughout life.



**Aeryon Wellness
Supplements**
Assorted Varieties
& Sizes

20% OFF

- 100% Boric Acid, feel fresh down there...
- 100% pure boric acid
- Supports healthy vaginal pH
- Relieves vaginal candidiasis
- Relieves bacterial vaginosis
- Up and away boric acid is used as a feminine suppository and is an effective, safe treatment to balance vaginal pH. Boric acid is derived from alkaline salt deposits. It is 100% natural. An ideal solution for recurrent vulvovaginal candidiasis and bacterial vaginosis such as odor, itching, irritation and vagina discharge.



**A.Vogel
Deep Sleep**
50mL

\$19⁹⁹

A.Vogel Deep Sleep is a natural, non-addictive remedy, used as a sleep aid. Improves quality of sleep. Promotes longer deep sleep. Helps to decrease sleep onset time

- Natural sleep aid with fresh organic plants
- Clinically proven to improve sound sleep up to 25%.
- Helps to decrease sleep onset time and improves quality of sleep.
- Effective sleep aid.
- Unique herbal sleep aid: a fresh combination of organic valerian root and hops.
- Non-addictive product
- Fast-acting tincture, absorbed as soon as you take it.
- Sugar, lactose and gluten free
- Vegan and Cruelty-free



**withinUs
TruMarine
Collagen
Supplements**
Assorted Varieties
& Sizes

20% OFF

Collagen is one of the most important structural components in our body. It represents 1/15th of our total body weight, and 75% of our skin is composed of collagen. This fibre-shaped protein plays an important role in ensuring the cohesion, elasticity and regeneration of skin, joints, tendons, ligaments, and skeletal muscles.

Collagen peptides are used daily by millions of people around the world. It has a long history of use in food and natural health products in both Asia and Europe. TruFact: not all collagen is created equal. Hydrolyzed marine collagen sourced from wild fish scales (that's us!) generates bioactive peptides, which enhances the production of collagen, skin hydration, hair growth, and joint health. The growing popularity of marine collagen is due not only to its nutritional benefits, but also its superior bioavailability, and purity.



**La Vigne
Natural Skincare
& Derm Immortelle
Facial Care**
Assorted
Varieties & Sizes

20% OFF

Refresh and cleanse daily with this ultra-mild foaming gel-wash that is 100% natural source yet very effective in removing dirt, oil and makeup. Infused with calming botanical extracts of Chamomile and Lavender, which have been used for centuries for their skin conditioning properties, this formula is further enhanced with Tepezcohuite Bark Extract for enhanced revitalization.

Benefits:

- Cleans while helping to balance the presence of natural oils found on the skin
- pH balanced and non-irritating
- Gently removes dirt, oil and make-up while delivering botanical goodness and nourishment
- Contains 100% vegetable derived, petrochemical free preservative obtained from renewable sources
- This product is free from substances of animal origin
- vegan
- Ideal for all Skin Types



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604.263.4600

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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

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604.522.0936

Abbotsford

3033 Immel St, Abbotsford
604.744.3567

North Vancouver

801 Marine Dr, North Vancouver
604.770.2868

Parksville

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

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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