

THE

CHOICES MARKET



HEARTBEET

October 2025

SMART SEAFOOD STARTS HERE:
OCEAN WISE AT CHOICES

BY ANNA PEPPERDINE pg 7

Discover Butter ~ By Chef Antonio ~ pg 5

Melt-in-Your-Mouth Rockfish with Ginger-Soy Glaze ~ pg 11



Carrot Tops Pesto

Don't toss those carrot tops! This pesto is a flavorful way to reduce food waste while getting a boost of vitamins K and potassium, which support bone health and healthy blood flow. Packed with fresh herbs and healthy fats from olive oil and nuts, it's perfect for a quick sauce or spread.

By: The Choices Nutrition Team

INGREDIENTS

- 1 cup** Carrot tops (washed, tough stems removed)
- 1/2 cup** Nuts (we used pine nuts)
- 1/2 cup** Olive oil
- 1/4 cup** Grated Parmesan (optional)
- 1-2** Cloves garlic
- 1/2** Lemon juice
- Salt & Pepper to taste

INSTRUCTIONS

1. In a food processor, blend carrot tops, nuts, garlic, and lemon juice until combined.
2. Slowly drizzle in olive oil while blending until smooth and creamy.
3. Stir in Parmesan (if using).
4. Season with salt and pepper to taste.
5. Use on pasta, toast, or as a dip.

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 October 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 2025.



SEMINARS

Brought to you by:
THE WELLNESS HUB
AT CHOICES MARKET

FROM OCEAN TO PLATE: HOW YOUR CHOICES SHAPE OUR WATERS

Join the Choices Nutrition Team as we welcome an esteemed educator from the Ocean Wise Conservation Association for an eye-opening session on how to make ocean-friendly seafood choices without sacrificing flavour or nutrition. This workshop will explore the importance of sustainable fishing practices, how to identify Ocean Wise-recommended products, and the impact our choices have on marine ecosystems. Whether you're a seafood lover or just curious about protecting our oceans, you'll leave with practical tips, delicious inspiration, and the knowledge to shop and cook in a way that supports both your health and the planet.

**OCT.
23**
6:30pm - 8pm
ONLINE

Free Event



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



**OR SCAN THE QR CODE
TO REGISTER**



**OCTOBER
29**

7pm - 8:30pm

**IN-STORE
KITSILANO**

**OCTOBER
30**

7pm - 8:30pm

**IN-STORE
PARKSVILLE**

HEALING FROM WITHIN: HARNESSING ANCIENT WISDOM FOR A HEALTHIER GUT AND THRIVING BODY

Join Purica Founder and Master Formulator, Jason Watkin, for an inspiring exploration into the powerful connection between the mind, gut, and overall health. Jason will uncover how stress is often at the root of gut imbalances and inflammation and how addressing it holistically can transform well-being. Drawing on ancient wisdom and proven natural medicines — including nutraceuticals, natural anti-inflammatories, and medicinal mushrooms — he'll share how these time-honored remedies can help restore balance, reduce inflammation, and elevate quality of life from the inside out.



Samoa Cookie Bars

These delicious, caramelly cookies are made with the goodness of Bob's Red Mill Almond Flour and topped with a blend of dates, toasted coconut and dark chocolate. The ideal better-for-you treat!



INGREDIENTS

Almond Cookie Base

- 1/3 cup** Coconut oil
- 2 tbsp** Maple Syrup
- 1 cup** Bob's Red Mill® Almond Flour
- 1/4 cup** Bob's Red Mill® Organic Coconut Flour
- 1/2 tsp** Salt

Caramel Coconut Layer

- 1 cup** Pitted Medjool Dates
- 1 1/2 cups** Unsweetened Shredded Coconut, toasted
- 1/2 cup** Almond Butter
- 1/4 - 1/3 cup** Water, reserved from soaking dates
- 2 tsp** Vanilla Extract
- 1/2 tsp** Salt
- 1/4 cup** Dark Chocolate, melted

INSTRUCTIONS

Almond Cookie Base:

1. Preheat oven to 350°F. Spray and line an 8 × 8-inch pan with parchment paper.
2. In a bowl, mix together cookie ingredients until well combined. Press into prepared pan in an even layer.
3. Bake for about 15 minutes, until golden brown, and cool completely.

Caramel Coconut Layer:

1. In a bowl, cover dates with hot tap water and let soak for 10 minutes. Drain, reserving $\frac{1}{3}$ cup water.
2. In a food processor combine drained dates, almond butter, vanilla extract and salt. Process the mixture until smooth, adding date water as needed. Add toasted coconut and pulse to combine.
3. Spread coconut mixture over cooled cookie base in an even layer. Chill until firm.
4. Remove from pan and place on a wire rack. Drizzle melted chocolate over the top. Once the chocolate has firmed up, slice and serve.



BUTTER

BY CHEF ANTONIO

The discovery of butter was one of humanity's many happy food accidents. Over the centuries we have refined how to initially separate cream from whole milk to churn it into butter. Milk for butter is about 80% fat, with the remaining 20% milk solids and water. The vast majority of it is made from cows milk, leaving a small percentage of product derived from buffalo, goat, yak and other mammals.

Butter has long been an important food source. In the 11th century, Norway used it as a source of taxation, and other Scandinavian countries used it as currency. Romans and Greeks considered it to be the food of barbarians, since in warmer Mediterranean climates, butter goes rancid quickly. By the mid 1800's, thanks to mechanized production, and the early 1900's expansion of modern refrigeration, the creamy gold found its way into all of our kitchens.

Solid at 15 degrees Celsius, butter can be used raw as a condiment on baked goods as well as veggies, and cooked protein. Perhaps nobody has butter cooking techniques down as well as the French. The use of butter in French inspired cuisine, both traditional and modern, makes it a must have ingredient. In its whole form, as a finisher, for beurre blanc sauces, or any beurre monte sauce, as well as in its clarified version, butter finds its way throughout the cuisine.

Clarifying butter is the process of separating fat from milk solids and water over low heat.

Beurre noisette and noir are the results of cooking melted butter, and allowing the milk solids to

caramelize at different stages. Ghee is clarified butter that has been separated and slightly cooked, creating a golden shelf stable product, very popular in Indian cuisine. Both typical clarified butter and ghee have a high smoke point, at around 250 Celsius, making them perfect for high heat sautéing.

Let's not forget how butter can enhance our favourite seafood dishes. Garlic butter prawns, lemon-butter salmon fillets, miso-butter sablefish or just dipping crab or lobster meat directly into melted butter are all delicacies.

If travelling through Europe or any country that has outdoor cattle, try all the different available butters. From famous Normandy butter to Ireland to alpine Switzerland to good old Italian Pianura Padana (from the same region Parmesan cheese is made), you'll be astounded at just how differently delicious these butters can be. Nothing beats a fresh slice of crusty bread with a spread of butter, so why not indulge in this simple delight. It's all better with butter!



BUTTER FACTS:

Types of Butter:

There are various kinds, including salted, unsalted, cultured butter (made with fermented cream), clarified butter (like ghee, with milk solids removed), grass-fed and organic.

Rich in Vitamins:

Butter contains fat-soluble vitamins like A, D, E, and K, especially when made from milk of grass-fed cows.

Butter vs. Margarine:

Margarine was created as a butter substitute and often contains vegetable oils, but butter is considered more natural with fewer ingredients.



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.

Bounty of the Sea:

Why Seafood Is a Nutrition Powerhouse

By: The Choices Nutrition Team

October is National Seafood Month, a perfect time to celebrate the delicious variety of fish and seafood available in Canada—and the many ways they can benefit your health. Whether you enjoy salmon on the grill, a comforting bowl of chowder, or a fresh ceviche, adding more seafood to your plate can make a big difference for your well-being.

1. Heart Health

Seafood—especially fatty fish like salmon, sardines and mackerel—is rich in omega-3 fatty acids, which help lower triglyceride levels, reduce inflammation, and support healthy blood pressure. Regular seafood consumption has been linked to a lower risk of heart disease, making it a smart choice for your cardiovascular system.

2. Brain Health

The same omega-3s that protect your heart also play a vital role in brain function. DHA, a type of omega-3 found in fish, supports brain cell structure and communication. Research suggests that regular seafood intake can help maintain memory, cognitive performance, and mood—benefits that span all ages, from childhood development to healthy aging.

3. Whole-Body Nutrition

Seafood is also a powerhouse of high-quality protein, vitamin D, selenium, iodine and B vitamins, all of which are important for energy production, immune support, and bone health. With so many options—from mild white fish to robust shellfish—there's something to suit every taste and cooking style.

This October, celebrate National Seafood Month by exploring sustainable, Ocean Wise—recommended seafood choices that nourish both you and the planet.



Smart Seafood Starts Here:

Ocean Wise at Choices

By: Anna Pepperdine (BSc), Kelowna Nutrition Consultant



Healthy oceans mean healthy food—and that includes the seafood we enjoy. But not all fish are caught or farmed in ways that keep our oceans thriving. That's where Ocean Wise comes in. They're a trusted program that helps shoppers and stores choose seafood that's caught or raised with care for the environment.



The way seafood is harvested matters. Some fishing methods can harm sea life, we're not trying to catch or damage the homes of creatures like coral and sea turtles. Ocean Wise supports better practices, like selective gear and responsible farming, so seafood lovers can feel good about what they're eating.

At the Choices Market meat department, every piece of fresh seafood you'll find is Ocean Wise recommended. From wild salmon to shrimp, it's all been vetted to make sure it comes from sources that protect fish populations and ocean habitats. No confusing labels or guesswork—just sustainable options across the board.

Seafood isn't just a sustainable choice—it's a nutritious one too. Fish like salmon, sardines, and mackerel are rich in omega-3 fats, protein, and essential nutrients that support heart and brain health. It's a delicious way to nourish your body while also caring for the planet.

When you shop for seafood at Choices, you're doing something positive—without having to change your routine. Every Ocean Wise purchase helps support cleaner oceans and stronger marine ecosystems. It's one simple decision that adds up to a big impact over time. We're proud to make it easier for our community to choose seafood that tastes great and does good. Shopping sustainably should be simple—and at Choices, it is.





PREFERRED SHOPPER SPECIALS

OCTOBER 1 - 15 ONLY!

Become a Preferred Shopper today.
DISCOVER SAVINGS & EARN POINTS

Ask us for details in store.



**Rolling Meadow
Grass Fed Yogurt**
2% & 3.25%
500g

\$4⁴⁹

Small family farms. Responsibly raised. Mindfully made.



**Silk Almond, Oat
& Soy Non-Dairy
Beverage**

1.75 Litres & 189 Litres
Also 890ml Creamer,
Select Variety

\$6⁴⁹

Plus Deposit,
Recycling Fee
Where Applicable

Silk Soy provides 8 essential nutrients: Protein, Vitamin A, D, B12, Calcium, Zinc, Riboflavin, Omega-3.



**Uncle Luke's
Organic Maple
Syrup**
500 mL

\$15⁹⁹

100% pure Canada Grade A organic maple syrup.



**Anita's Organic &
Gluten Free Flours**
Select Variety

20% OFF

Milled from Canadian wheat, this is the same flour used by our professional bakers.



**GoBio Organic
Bouillon Cubes**
66g

\$2⁹⁹

A simple and organic way to have bouillon in a snap.



**Simply Organic
Spices**
4g - 133g

25% OFF

Pure ingredients, true flavor from real botanicals, and always 100% certified organic.



**Simply Organic
Gravy**
24g - 28g

\$2⁴⁹

Simply Organic® uses ingredients grown and processed without the use of toxic pesticides, irradiation, or genetically engineered products.



**Kettle & Fire
Organic Bone
Broth**
454 mL

\$10⁹⁹

No basic broth here. Made with free-range chicken bones and over 16 different vegetables, herbs, and spices.

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



**Wholly Wholesome
Organic Pie Shells**
2 Pack

\$7⁴⁹

Wholly Wholesome. Naturally Wholicious.



**Simply Organic
Extracts**
59 mL & 118 mL

25% OFF

Whether you're hosting a feast, serving snacks to friends, or making a simple weeknight dinner, Simply Organic makes it easy to bring the very best to your table.



**Muir Glen
Organic Fire
Roasted Tomatoes**
796 mL

\$5⁹⁹

Whole tomatoes are harvested at peak flavour, roasted over an open flame, and packed for you.



**Kettle Brand
Potato Chips**
156g & 198g Also Air Fried

\$3⁹⁹

How do we make our air fried chips so amazing? We batch cook them in kettles, then air fry them for a crispy & light crunch!



PREFERRED SHOPPER SPECIALS

OCTOBER 16 - 31 ONLY!

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



**Savör Grass-Fed
New Zealand
Butter**
227g

\$7⁹⁹

Crafted in New Zealand, where cows graze year round.



**Only Goodness
Organic Soup**
398 mL

\$4²⁹

Free from over 150 artificial ingredients, ensuring you get the best without compromising on quality or taste.



**Liberté
Greek Yogurt**
650g & 750g

\$7⁴⁹

No preservatives or artificial colouring.
Thick & creamy. Source of energy



**Maison Riviera
Coconut Milk
Yogurt**
500g & 650g

\$5⁹⁹

Rich in probiotics. 4 g of protein per portion.



**Happy Planet
Banana Cashew or
Blueberry Almond
Smoothie**
900 mL

\$5⁴⁹

Plus Deposit,
Recycling Fee
Where Applicable

Plant protein with the taste of the tropics, banana, and
buttery cashew.



**Hardbite All
Natural Potato
Chips**
50g Snack Size

4 FOR \$5

By cooking in small batches and using
simple ingredients we ensure the highest
quality flavour.



**Coco Natura
Organic Coconut
Milk Powder or
Coconut Sweetener**
200g & 454g

\$11⁴⁹

It is a delicious addition to your morning smoothie
and an excellent icing sugar alternative.



**Kicking Horse
Organic Ground
Coffee**
284g

\$15⁹⁹

Our coffee is Organic, Fairtrade & Rocky
Mountain-roasted. Wake up with us!

NOURISHING LIFESTYLES SINCE 1990



**Que Pasa Organic
Tortilla Chips**
300g & 350g

\$4⁹⁹

Unlike most other corn chips, which use highly processed
corn flour, Que Pasa tortilla chips are crafted from whole
kernel corn.



**Zevia Zero
Sugar Soda**
6 Pack

\$6⁴⁹

Plus Deposit,
Recycling Fee
Where Applicable

Zevia has zero sugar, zero calories, and zero plastic
bottles.



**Echoclean 2XHE
Liquid Laundry
Detergent**
2.95 Litres

\$16⁹⁹

Plant-based. Compatible with standard and H.E. washers.



**Righteous
Gelato & Sorbetto**
473 mL

\$7⁹⁹

Small batch gelato made only
with the good stuff.



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.

LEEKS

A versatile and flavorful vegetable that add a mild, sweet onion-like taste to any dish. Leeks are packed with fiber, vitamins A and C, and antioxidants, leeks support digestion, immune health, and inflammation reduction. Perfect sautéed, roasted, or in soups and stews, they're a delicious way to boost nutrition and elevate everyday meals.



TREE ISLAND CREAM TOP YOGURT

Want to try a creamy, rich yogurt made from 100% grass-fed cow's milk sourced right here in BC? Well, you're in luck! With its natural cream top and thick texture, Tree Island yogurt delivers a deliciously indulgent experience without any additives or artificial ingredients. Packed with protein and probiotics, it supports gut health and provides lasting energy. Perfect on its own, with fruit, or in recipes, this yogurt is a wholesome choice you can feel good about every day.

ORGANIC TRADITIONS TEAS AND LATTES

These teas and lattes offer a delicious and convenient way to enjoy nourishing, plant-based beverages anytime. Made with wholesome ingredients like organic herbs, spices, and superfoods, these lattes are naturally caffeine-free and rich in antioxidants. Perfect for cozy mornings or afternoon pick-me-ups, they support digestion, reduce inflammation, and promote relaxation. Try flavours like Turmeric Golden, Chaga Mushroom, and Ashwagandha to sip your way to better wellness—no barista needed!



KEFIRKULT KEFIR

This kefir product brings you a probiotic powerhouse made with traditional kefir cultures for gut-loving benefits. This creamy, tangy yogurt is packed with live active cultures that support digestion, boost immunity, and promote overall wellness. Made from high-quality milk and crafted with care, KefirKult offers a delicious way to nurture your microbiome daily. Enjoy it plain, with fruit, or blended into smoothies for a tasty health boost!



Melt-in-Your-Mouth Rockfish with Ginger-Soy Glaze

INGREDIENTS

- 4** Fillets of Ocean Wise-recommended rockfish fillets (~4 oz each; any white fish you like)
- 3 tbsp** Soy sauce
- 1 tbsp** Grated ginger
- 1 tbsp** Honey
- 1 tbsp** Rice vinegar
- 1** Clove garlic, minced
- 1 tbsp** Chili flakes (optional)
- Sesame seeds and green onions for garnish

INSTRUCTIONS

- 1.** In a bowl, whisk together soy sauce, grated ginger, honey, rice vinegar, garlic, and chili flakes.
- 2.** Place rockfish fillets in a shallow dish or zip-top bag. Pour half of the ginger-soy mixture over the fish, reserving the other half for glazing.
- 3.** Marinate in the fridge for 30 minutes to allow flavors to infuse.
- 4.** Preheat oven to 375°F (190°C).
- 5.** Transfer the fillets to a baking dish and pour the reserved glaze over them.
- 6.** Bake for 12–15 minutes or until fish is tender and flakes easily, basting once halfway through with the glaze.
- 7.** Garnish with sesame seeds and green onions before serving.



WELLNESS CENTRE SPECIALS

OCTOBER 1 - 15 ONLY!

Become a Wellness Shopper today.
DISCOVER SAVINGS & EARN POINTS

Ask us for details in store.

COLD & FLU RELIEF

PRODUCT OF
CANADA



**Quoriom+
Live Probiotics**
Assorted Varieties,
480 mL

\$36⁹⁹

The Quoriom+™ line of certified organic liquid probiotics features intentional, small-batch formulations crafted to support digestive and immune health.

CANADIAN
OWNED



**AOR
Liquid Vitamin D3**
50 mL

\$33⁹⁹

Vitamin D is beneficial for numerous health conditions including osteoporosis, autoimmune conditions, seasonal affective disorder, chronic pain and frequent infections.

CANADIAN
OWNED



**Natural Factors
Immune Supplements**
Assorted
Varieties & Size

15% OFF

Natural Factors ECHINAMIDE Anti-Cold Fresh Herb Tincture contains clinically proven and certified organic echinacea, used in herbal medicine to help fight off infections, especially of the upper respiratory tract.



**Ancient Secrets
Nasal Cleansing Pot**

24⁹⁹

Design For cleaning the nasal passages according to the traditional practice of Neti *clears the nasal passages, remove excess mucus, relieve nasal dryness.

MADE IN
CANADA



Suro Breathe
236 mL / 60 Capsules

\$16⁹⁹ / \$21⁴⁹

SURO BREATHE™ is a liquid remedy based on certified organic herbs, to help in cases of various breathing difficulties.



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

\$4⁹⁹

Wild crafted Elder Flowers, caffeine free, relieving symptoms of colds and flus. A traditional remedy for coughs and bronchial infections.

MADE IN
CANADA



**Canprev
Inno-Q-Nol**
Assorted
Varieties & Size

20% OFF

Inno-Q-Nol features ubiquinol, the most bioactive form of coenzyme Q10 available, formulated with a 3-tier approach.

MADE IN
CANADA



**Smart Solutions
Ironsmart
Supplements**
Assorted
Varieties & Size

25% OFF

Ironsmart helps prevent iron deficiency and iron deficiency anemia. It also helps to form red blood cells and helps in their proper function.

PRODUCT OF
CANADA



**Provita Vitamins
& Supplements**
Assorted
Varieties & Size

20% OFF

Serra-Plus Forte
Powerful, fast acting, anti-inflammatory.



**Andalou Naturals
Body and Face Care**
Assorted
Varieties & Size

25% OFF

Unlock the power of Fruit Stem Cell Science® and the illuminating qualities of Magnesium Ascorbyl Phosphate (aka vitamin C) to promote skin radiance.

CANADIAN
OWNED



**Nature's Aid
Shampoo &
Conditioner Bars**
60g, Assorted Varieties

\$9⁹⁹

These true natural solid shampoo bars offer all the benefits of a liquid shampoo, without the plastic packaging.

CANADIAN
OWNED



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

20% OFF

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



WELLNESS CENTRE SPECIALS

OCTOBER 1 - 15 ONLY!

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Ask us for details in store.



**Salus Floradix
& Floravitt**
500 mL / 250 mL, Shrink
Wrapped, Bonus Pack

\$59⁹⁹

Floradix contains organic iron from ferrous gluconate, vitamins B2, B6, B12 and C which contribute to the reduction of tiredness and fatigue and to normal energy-yielding metabolism.

In addition, iron contributes to normal red blood cell (supported by vitamins B6 and B12) and haemoglobin formation. Furthermore, vitamin C increases iron absorption.

Floradix liquid contains iron from ferrous gluconate which is a particularly absorbable form.



**New Roots
Mushroom
Supplements**
Assorted Varieties & Sizes

25% OFF

New Roots Herbal's medicinal mushroom extracts are hot water extracted and standardized to contain a minimum 40% polysaccharides.

Hot water extraction is critical to ensure that active constituents are released from the mushroom, intact and bioavailable.

They are tested for identity, purity, and potency in our ISO 17025-accredited analytical laboratory.

This ranks them among the purest and most potent extracts on the market.

They are encapsulated in non-GMO, vegan-friendly capsules.



**Ecoideas
Himalayan Shilajit**
30 mL

\$71⁹⁹

Our Shilajit is obtained from rocks enriched in plant residues which have deep roots in the Himalayan soil. The naturally processed plant material found in it is rich in minerals, nutrients and bioactive compounds such as humic and fulvic acids.

- Ayurvedic rejuvenative tonic
- Highest quality
- Lab tested
- Medicinal Ingredients:
- Per 14 drops
- Shilajit (purified shilajit containing
- Fulvic and Humic acids)... 500 mg

Non-Medicinal Ingredients:

- Purified Water



**Alaffia
Everyday Shea
Hair & Body Care**
950 mL, Assorted Varieties

\$19⁹⁹

Alaffia's coconut shampoo is handcrafted with virgin coconut oil, fair trade and unrefined shea butter and ginger extract for deep cleansing and hydration.

For EveryDay use on normal to dry hair.

No sulfates, parabens, phthalates, silicones, mineral oil, artificial color or synthetic fragrance.

Cruelty-free.



**UpCircle
Facial Care**
Assorted
Varieties & Sizes

25% OFF

Our gentle face cleanser is made with oat powder upcycled from the food and drink industry. When applied to the face this creamy oat powder repairs and restores the skin's moisture barrier.

This multi-award winning oat cleanser has a milky, creamy formula that hydrates and nourishes the skin. You can think of the oat powder as the oat milk to your latte and the other ingredients as the skin-loving syrup shots.

Suitable for all skin types, this everyday vegan facial cleanser leaves skin buttery soft.

Dermatologically approved for use on sensitive skin. UpCircle also hints at 'upcycling', the process of making something better from things that already exist. Our ultimate mission is to leave the world better than we found it by transforming ingredients that would otherwise be discarded into natural, organic beauty products – better for you, better for the world.



**Prairie Naturals
OcuForce**
120 Softgels

\$66⁹⁹

Prairie Naturals Ocu-Force is a new and revolutionary super-antioxidant supplement that contains a balance of both fat soluble and water soluble antioxidants recognized for promoting healthy eyes and vision. Based upon current scientific evidence, the therapeutic ingredients in Ocu-Force have been shown to support normal eye function, reduce damage caused by free radicals, protect against oxidation of retinal tissues, restore metabolic balance disrupted by high blood sugar, improve night vision, increase circulation to and through eyes, soothe eye strain and strengthen eye tissue.

Ocu-Force contains a synergistic blend of 10 of the most therapeutic medicinal ingredients known for eye health today including: Benfotiamine, Astaxanthin, Taurine, Natural Beta Carotene, Vitamin E Mixed Tocopherol, Black Currant Extract, Lutein, L-Selenomethionine, Zinc (Zinc Methionine), PhytoBerry Blend, and Copper Citrate. Ocu-Force is gluten-free and does not contain soy, dairy, egg, corn, artificial colours, sweeteners or preservatives.



WELLNESS CENTRE SPECIALS

OCTOBER 16 - 31 ONLY!

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



**Botanica
Organic Herbs
& Supplements**
Assorted
Varieties & Sizes

20% OFF

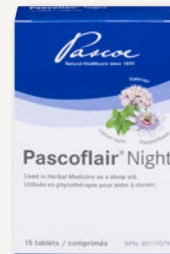
Botanica Ashwagandha Liquid Capsules are an adaptogenic herb that help to restore nervous and immune system health to normalize mood and energy levels.



**Newco BroccoGen
10 Broccoli Sprout
Concentrate
Supplements**
Assorted
Varieties & Sizes

20% OFF

Newco is committed to reducing harmful chemical damage from toxins that cause free radical production and damage our cells, leading to illness and disease.



**Pascoe
Pascoflair Night**
30 Capsules

\$26⁹⁹

Pascoflair Night works quickly to help you fall asleep and stay asleep for a restful and peace.



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

30% OFF

Our line of protein powders offers a variety of options for getting that plant-based nutrition you need. Simply mix with your favorite non-dairy beverage or blend into any smoothie recipe.



**Natren
Probiotics**
Assorted
Varieties & Sizes

20% OFF

Heal your gut flora with the best quality probiotics today.



**Carlson Norwegian
Fish Oil Supplements**
Assorted
Varieties & Sizes

20% OFF

Promotes cardiovascular, cognitive, and joint function
Wild caught, sustainably sourced Norwegian Arctic cod
Available in lemon, green apple, fruit splash, or natural flavor



**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.



**Seaweed Bath Co.
Hair Care &
Body Care**
Assorted
Varieties & Sizes

20% OFF

A salve for the body and soul, our trusted approach to skin and hair begins and ends with the sea.



**Works Wonder
Hydrosols & Salves**
Assorted
Varieties & Sizes

20% OFF

Our products contain only healthy, beneficial ingredients, and no parabens, drying agents, artificial colours, fragrances, or synthetic preservatives. Enjoy peace of mind using our reliable, hand-crafted products for your whole family.



**Now Solutions
Essential Oils &
Body Oils**
Assorted
Varieties & Sizes

20% OFF

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



Before Toothpaste
100 mL, Assorted
Varieties

\$9⁹⁹

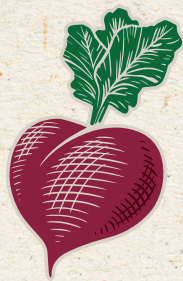
Gradually and safely brightens your teeth with our custom blend of high-quality ingredients and sodium fluoride.



**Satya Organic
Eczema Relief**
10 mL / 30 mL

\$11⁴⁹ / \$27⁹⁹

Soothe your eczema in a snap with Satya's dermatologist-tested and pediatrician-approved eczema balm.



WELLNESS CENTRE SPECIALS

OCTOBER 16 - 31 ONLY!

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



**CanPrev
Adrenal-Pro
Recharge Yourself**
120 Capsules

\$35⁹⁹

When your adrenal glands aren't secreting the right amount of hormones to keep levels elevated, you may need to seek support. Some signs of adrenal fatigue include low energy, body aches, low blood pressure, unexplained weight loss, lightheadedness and skin discolouration or hyperpigmentation.

Adrenal-Pro™ is a blend of adaptogenic herbs and nutrients used in herbal medicine, specially formulated to provide an improved sense of well being and help improve mental and physical performance after periods of exertion.

Helps increase energy and reduce stress and fatigue
Enhances physical and mental performance
Provides an improved sense of well being.



**Natural Factors
WellBetX Berberine**
Assorted
Varieties & Sizes

15% OFF

If you're working on supporting your blood sugar or cholesterol levels, you need to know about an enzyme called AMPK – your body's metabolic master switch. When this switch is activated, you support your body's ability to metabolize blood sugar and cholesterol.

How can you "turn on" this switch? One way is with berberine, a plant alkaloid found in goldenseal and Oregon grape root.

Our berberine is sustainably sourced from barberry and provides a clinically studied amount of 500 mg per vegetarian capsule, so you can reap all the berberine benefits.



**Ecoideas
Superfoods**
Assorted
Varieties & Sizes

20% OFF

Our Baobab Powder is organic and raw, preserving its impressive nutritional profile.

Baobab is a very high source of dietary fibre, and an excellent source of vitamin C. It is also high in potassium and is a source of vitamin B1 (thiamine), vitamin B6 (pyridoxine), magnesium and manganese. Certified Fair For Life

Our supplier in South Africa this past year has contributed to goat rearing projects.

Previously, the fair trade funds were used to buy books that were donated to a few schools in their local area.



**Beekeeper's Naturals
Immune Support
Wellness Wands**
15-Pack

\$12⁹⁹

We've combined the immune-supporting power of propolis, vitamin D, and zinc into a delicious, kid-friendly lollipop with only 2g of sugar and no artificial dyes or flavors.

Packed With Immune Support
The powers of propolis, vitamin D, zinc, and wildflower honey combine to provide multi-faceted immune system support.

Antioxidant Powerhouse
Flavonoids and polyphenols in propolis fight cellular damage caused by oxidative stress.

Throat Soothing
Propolis and wildflower honey coat and soothe scratchy, sore throats.



**New Roots
Grass-Fed Beef Liver**
30 Capsules

\$13⁹⁹

Our Grass-Fed Beef Liver glandular is a pure source of liver-specific nutrients to help support healthy liver function. An integral organ, our liver is involved in over 500 functions that are crucial for sustaining life.

Organotherapy, or the practice of consuming animal organs and glands to improve corresponding bodily functions in humans, continues to be a popular therapeutic tool in traditional Chinese medicine and naturopathy.

Organotherapy operates on the principle that consuming animal organs and gland extracts can enhance the performance of corresponding functions in humans.



**Giovanni Smoothing
Castor Oil Shampoo
& Conditioner**
710 mL

\$33⁹⁹

With this Smoothing Castor Oil Shampoo, Giovanni® has secretly formulated the best frizz-taming remedy on the planet, so it's now time to be rid of that frizz. Clarify and revitalize hair and scalp with Giovanni®'s daily regimen that includes 100% pure Castor Oil.

Intensely hydrate and smooth dry, damaged, or normal hair types with our exclusive blend for the ultimate in hair protection and manageability. A shiny, professional, smooth look for beautiful, healthy-looking tresses, every time.

Cleanse and moisturize hair and scalp with a deep oil blend of Castor Oil, Jojoba, Argan Oil, Coconut Oil, Shea Butter, and Keratin for smooth and shiny tresses.



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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

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

THANKSGIVING DINNER

FOR FOUR

\$129

Leave the cooking to us this holiday. Choices Thanksgiving Dinner comes fully prepared from our kitchen, ready to heat and eat in minutes.

TO GET STARTED

Festive Cranberry Loaf for Baking & Snacking
Butternut Squash and Roasted Garlic Soup

THE MAIN COURSE

- Roasted Stuffed RWA Turkey Breast
- Homemade Stuffing • Fresh Dinner Buns
- Homemade Turkey Gravy • Cranberry Sauce

A CHOICE OF THREE VEGGIE SIDES

- Garlic Mashed Potatoes • Roasted Potatoes
- Roasted Yam & Sweet Potato with Fennel
- Roasted Carrots • Green Beans with Slivered Almonds • Roasted Root Vegetables (Red & Golden Beets with Onions & Rutabega)

TO FINISH

Pumpkin Pie

Further satisfy your sweet tooth with our bakery's additional decadent seasonal offerings.

PRE-ORDER DEADLINE: 4PM WEDNESDAY, OCTOBER 8

SPEAK WITH A DELI CLERK TO ORDER