

THE

CHOICES



MARKET

Supporting local communities since 1990

HEARTBEET

February, 2026

DISCOVER AVOCADOS

BY CHEF ANTONIO ~ pg 5

Strong Hearts Start with Fibre ~ pg 6

Exploring Supplements for Cardiovascular Health ~ pg 7

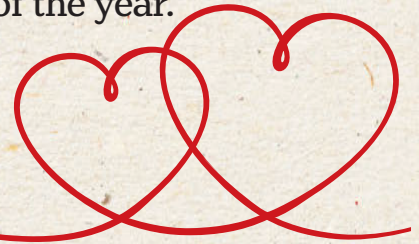


35TH ANNIVERSARY CELEBRATIONS

See back page for information regarding anniversary celebrations happening at our stores.

HAPPY VALENTINE'S DAY!

Some people consider February 14th the most romantic day of the year. Here at Choices, we've got everything you need to help make that a reality. From Fairtrade chocolates and body care products to artichoke hearts and strawberries, you'll find it all.



Star of the Season!

Every year during the holiday season, Choices runs a fundraising campaign in support of local neighbourhood houses and food banks across Metro Vancouver, the Fraser Valley and the Okanagan. We'd like to thank our customers for donating to our annual Star of the Season Campaign and helping to make it an incredible success. In total, we were able to raise \$85,700, with 100% of donations going to our local community members who need a little help over the holidays. We hope you'll contribute again next year.

I donated to
STAR of the SEASON



PLU 5757

SEMINARS

Brought to you by:
THE WELLNESS HUB
AT CHOICES MARKET

FEBRUARY IN-STORE Free Event



Cholesterol Made Simple: "Nutrition as a Remedy" *Confused about Cholesterol?*

Join us for a practical seminar exploring how food choices influence LDL, HDL, and overall heart health. We'll highlight nutrition strategies that can help lower high cholesterol and reduce cardiovascular risk, with recipes and handouts included so you can take home simple, heart-healthy ideas.

Each seminar and nutritionist will conduct a different nutrition game or activity.

Dates, Times & Locations:

Abbotsford ~ February 12th, 7pm ~ 8:30pm
Yaletown ~ February 17th, 6pm ~ 7:30pm
Burnaby ~ February 18th, 7pm ~ 8:30pm
North Vancouver ~ Feb. 18th, 3pm ~ 4:30pm
Kitsilano ~ February 26th, 7pm ~ 8:30pm

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



OR SCAN THE QR CODE
TO REGISTER



MONTHLY GIVEAWAY ENTER TO WIN! 1 of 11 - VIP & Echoclean Cleaning Products Gift Baskets!

Echoclean and VIP Cleaning Products are biodegradable and locally made in BC.
Approximate retail value \$100.

Name: _____

Phone Number: _____ Choices Location: _____

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

Contest open from February 1-28, 2026. 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 2026.





Heart-Healthy Avocado Toast

By: The Choices Nutrition Team

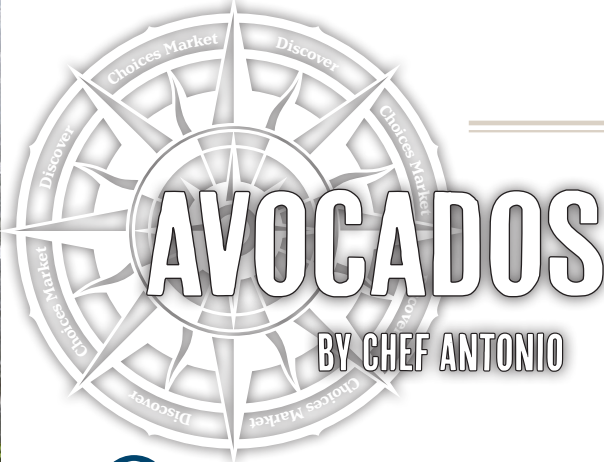
INGREDIENTS

- 1 slice** Whole Grain or Sprouted bread (toasted)
- 1/2** Ripe Avocado
- 1 tsp** Lemon Juice
- Pinch** Black Pepper
- 1 - 2 Slices** Smoked Salmon (low sodium if available)
- 1 tsp** Pumpkin Seeds or Sunflower Seeds (optional)
- 1 tsp** Chia Seeds or Flax Seeds (optional)
- Fresh Dill or Arugula for garnish (optional)

INSTRUCTIONS

1. Toast bread until crisp.
2. Mash Avocado with lemon juice and black pepper, then spread evenly over toast.
3. Layer smoked salmon on top.
4. Sprinkle with seeds for crunch and added omega-3's.
5. Garnish with fresh dill or arugula if desired.
6. Serve Immediately.





Once, an obscure, exotic experience in the produce rack, avocado has become a staple in stores over the last few decades. Buttery and creamy, the fruit once known as alligator pears, has been a part of North American diet for a few millennia. Farmed in tropical and subtropical countries, Mexico leading with 30% of global production, and almost 3 million tonnes annually. Many different cultivars are farmed nowadays, with Haas as the most common at 80% of the total world production.

An avocado can weigh as little as 80 grams and as much as two kilos. They ripen best on the tree but you can buy firm, unripe fruit and place them in a paper bag at room temperature for a few days, until soft to the touch. Ripe avocado should be kept in a cooler and consumed promptly. The raw pulp, when exposed to air oxidizes fast. Citrus juice or tight saran wrap will slow the browning.



Composed of 73% water and 15% healthy fat, the avo is a culinary delight that finds use in many recipes. Raw in guacamole, salads and dressings, wraps, sandwiches, and on toast are some of the easiest ways to enjoy it. But, it can also be cooked, baked, fried and grilled. You could try making avocado fries, or use it in sauces like mac and cheese, or another creamy pasta. Make brownies, parfaits, chocolate cakes, lemon slices, puddings, and many more baked goods.

The high percentage of fat content makes the fruit a perfect candidate for oil production. Avocado oil is great used raw, but thanks to its very high smoke point in both unrefined and refined versions, it can be used in baking, pan frying, and any other hot application. Slice it, dice it, or simply spoon it, make avocado and its oil part of your diet. You'll feel great about it.



AVOCADO FACTS:

Healthy Fats:
Avocados are rich in monounsaturated fats, which support heart health and help reduce bad (LDL) cholesterol.

Nutrient-Dense:
Avocados contain potassium, fibre, folate, vitamin K, vitamin E, and several B vitamins.

Ripen After Harvest:
Avocados ripen after being picked, which allows them to be shipped worldwide.



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.



Strong Hearts Start with Fibre

By: The Choices Nutrition Team

Fibre is one of those nutrients we often hear about but may not fully appreciate. Simply put, fibre is the carbohydrate-based cell wall of plants that our bodies cannot break down. Because it passes through the digestive system largely intact, fibre plays a vital role in supporting heart health, keeping our digestive system healthy and even helping to regulate blood sugar.

There are two main types of fibre, each with unique benefits. Soluble fibre dissolves in water and forms a gel-like substance in the gut. This type helps slow digestion, stabilize blood sugar and lower LDL (“bad”) cholesterol—making it especially important for heart health. You’ll find soluble fibre in foods like oats, beans, apples and flaxseeds. Insoluble fibre, on the other hand, adds bulk to stool and helps food move efficiently through the digestive tract. Whole grains, nuts and many vegetables are excellent sources.

Why is fibre so important? Research shows that a diet rich in fibre can reduce the risk of chronic diseases such as heart disease, type 2 diabetes and certain cancers. Fibre also supports a healthy gut microbiome, which is increasingly recognized as central to overall wellness. And let's not forget its role in satiety as well, helping us feel full longer with the good stuff.

Most Canadians fall short of the recommended daily intake, so it's worth making fibre a focus. Following the healthy plate model—half your plate fruits and vegetables, one-quarter whole grains or other carbohydrates and one-quarter protein—can help ensure balance and fibre variety. Just remember to gradually increase fibre intake to avoid stomach discomfort or pain.

Fibre may not be flashy, but it's a quiet powerhouse in the diet—one that supports energy, resilience and long-term heart health.



Exploring Supplements for Cardiovascular Health

By: The Choices Nutrition Team

A balanced diet is the foundation of heart health, but certain supplements can offer targeted support—especially for those managing cholesterol or at higher cardiovascular disease risk. If you are considering adding supplements, consult your family physician to ensure they are safe and appropriate for your needs. Cholesterol has many parts, but two of the most important are LDL (“bad” cholesterol), which raises heart disease risk when high, and HDL (“good” cholesterol), which helps remove excess cholesterol from the bloodstream.



Plant Sterols (Phytosterols)

Plant sterols resemble cholesterol and can block its absorption in the gut. Consuming 2 grams daily may lower LDL by up to 10%. Because food sources provide only small amounts, fortified products or supplements can help. They work best when taken with meals and alongside a diet rich in vegetables, legumes and whole grains.

Psyllium Husk

This soluble fibre forms a gel in the digestive tract that binds to cholesterol, lowering LDL. Psyllium also supports blood sugar control and digestive regularity. Start with small doses, increase gradually, and pair with plenty of water for the best results.

Omega-3 Fatty Acids

EPA and DHA from fish oil can reduce triglycerides and support heart function, particularly for those with high cholesterol or cardiovascular disease risk. Food sources such as salmon, sardines and mackerel are excellent options as well.

Coenzyme Q10 (CoQ10)

An antioxidant that supports energy production in heart cells, CoQ10 shows promise in lowering cholesterol and may benefit some statin users, though more research is needed.

Aspirin

Low-dose aspirin may be prescribed to reduce heart attack or stroke risk. It's best to take only when prescribed by your doctor or physician.

Supplements aren't a substitute for healthy eating, but they can complement a heart-supportive lifestyle. Speak with your family doctor to determine which options are right for you.





PREFERRED SHOPPER SPECIALS

FEBRUARY 1 - 15 ONLY!

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



MADE IN CANADA



**Galerie au
Chocolate Bars**
80g ~ 100g

\$6.49

Gourmet ingredients, indulgent chocolate.



**Le Pain Des Fleurs
Organic Crispbread**
150g

\$6.99

Enjoy it with your favourite topping or as a side for your meal.

MADE IN CANADA



**Faith Farms
Cheese**
320g & 340g

\$6.49

Perfect for gooey grilled cheese sandwiches,
or whatever recipe your'e craving.



**Kinnikinnick
Gluten Free Snacks
& Baking Mixes**
180g ~ 454g

20% OFF

Gluten-free has never tasted so good!

GLUTEN FREE



**Paese Mio
Pasta Sauce**
420 mL

\$4.49

Authentic Italian. Naturally Vegan & Gluten Free.



**Cha's Organics
Organic Coconut
Milk**
or Cream, 400 mL

\$3.99



1% of the sales of this product will go towards
protecting Sri Lanka's wild elephants.

MADE IN CANADA



**Maison Orphee
Organic Wine
Vinegar**
Red or White, 500 mL

\$7.99

A classic product to have on hand to use
in sauces and dressings.



**Traditional
Medicinals
Organic Teas**
Pack of 16 Bags

\$5.99

Putting the power of plants into your
teacup.

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



**GT'S Raw
Kombucha**
1.4 Litres

\$10.99

Plus Deposit,
Recycling Fee
Where Applicable

Heirloom Himalayan Cultures. Made in small <5-gallon
batches in-house.



**Terra Real
Vegetable Chips**
141g

\$5.99

A colourful and satisfying balance of flavours. Enjoy!



**Alter Eco Organic
Chocolate Bars**
75g ~ 84g

\$4.49



This chocolate bar is made of organic, clean ingredients:
no fake sugars or additives.



**Lesser Evil
Organic Popcorn**
142g

\$4.99



Buddha Bowl Popcorn has only 7g of fat
and 200 calories per serving!



PREFERRED SHOPPER SPECIALS

FEBRUARY 16 - 28 ONLY!

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



Que Pasa Organic Tortilla Chips
300g & 350g

\$4.99

Que Pasa tortilla chips are crafted from whole kernel corn - the traditional way they've been made in Mexico for generations.



Four O'Clock Organic Tea
16 Bags

\$4.99



Canadian family business Africa meets Asia in your cup!



Red Crown Organic Pure Pomegranate Juice
1 Litre

\$8.99

Plus Deposit,
Recycling Fee
Where Applicable

100% pure. Cold-pressed. Not from concentrate.

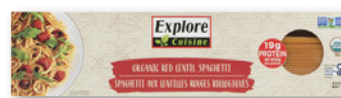


Dairyland Organic Mix
1.89 Litres

\$5.99

Plus Deposit,
Recycling Fee
Where Applicable

100% Canadian milk. From organic farms.



Explore Cuisine Organic Chickpea or Lentil Pasta
200g & 227g

\$5.99

We believe that healthy foods grow from healthy hands, hearts and lives.



Whittaker's Chocolate Slab
50g

\$2.29

We like to make good, honest chocolate, so we have committed to Rainforest Alliance certification for 100% of our Ghanaian cocoa beans.



Ritter Sport Chocolate Bar
Assorted Varieties, 100g

\$4.49

Quality. Chocolate. Squared.



Antico Organic Pasta Sauce
700 mL

\$6.49

Just heat and serve for a delicious pasta experience.

NOURISHING LIFESTYLES SINCE 1990



Covered Bridge Potato Chips
142g & 170g,
Also Lela's Chickpea Chips, 120g

\$3.49

The Albright Family Potato Farm began more than 80 years ago when great grampy Aubrey planted his first potatoes.



Caboo Bamboo Bathroom Tissue
2 Ply, 12 Rolls

\$9.99

Tree free TP helps preserve forests and protect animal habitat. Wise choice!



Chimes Ginger Chews
142g

\$4.49

Refreshing ginger treats that are a natural & healthy escape from the ordinary!



Riviera Goat Yogurt
500g

\$6.49

Contains 1 billion probiotic bacteria per serving. Made with milk from Canadian farms.





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.

KATE'S REAL FOOD BARS

Made with organic oats, nut butters, and honey, Kate's Real Food Bars are gluten free and packed with healthy fats for sustained energy. Perfect for hikes, workouts, or busy days, they balance convenience with wholesome ingredients, offering a smart alternative to conventional snack bars. The Choices Nutrition Team loves baking them slightly for a crunchier texture and breaking them up into oatmeal or desserts as well.



NUTS FOR CHEESE

Nuts for Cheese offers a plant based twist on artisanal cheese, crafted from organic cashews and fermented in a process similar to traditional cheese for a rich flavor. This fermentation process creates tangy, complex wedges that are dairy free and probiotic friendly, making them a creative option for spreads, boards, and everyday meals. The Choices Nutrition Team loves to incorporate them into dinners or spreads when guests are dairy or lactose intolerant or sensitive.

VANCOUVER ISLAND SEA SALT

Hand harvested from the pristine waters of Vancouver Island, this sea salt delivers a clean taste while supporting local. Its artisanal process ensures quality and freshness, making it a flavorful finishing touch that elevates simple dishes. Naturally higher in trace minerals than table salt, it offers a more unrefined option that aligns with mindful, real-food cooking. Simply substitute them in your favourite dishes or desserts at home.



LIVING ALCHEMY PROBIOTICS

Living Alchemy Probiotics are made using a traditional fermentation process that transforms herbs and whole foods into more digestible, nutrient-rich supplement forms. This approach helps support gut health in a natural way, offering a food-based option for those looking to maintain balance in their digestive system. By using living cultures to ferment plants, these probiotics aim to deliver benefits in a form closer to real food than conventional supplements.



Authentic Japanese Miso Tofu Bowl

INGREDIENTS

- 1 Block firm tofu (about 350 g)
- 2 tbsp White miso paste (shiro miso for a mild flavor, or miso of your choice)
- 1 tbsp Low sodium soy sauce or tamari
- 1 tbsp Rice vinegar
- 1 tsp Sesame oil
- 1 tsp Grated ginger
- 1 Clove garlic, minced
- 1 cup Steamed or boiled bok choy
- 1/2 cup Shredded carrots
- 1 cup Cooked brown rice
- 1 tbsp Sesame seeds
- 1 Green onion, thinly sliced

INSTRUCTIONS

1. Press tofu for 10–15 minutes to remove excess water, then cut into cubes.
2. In a small bowl, whisk miso paste, soy sauce, rice vinegar, sesame oil, ginger and garlic into a smooth sauce.
3. Heat a non stick pan over medium heat. Add tofu cubes and lightly sear until golden on all sides (about 5–7 minutes).
4. Reduce heat, add miso sauce, and toss gently until tofu is coated and sauce warmed.
5. Assemble bowls with rice, steamed (or boiled) bok choy, carrots, and miso tofu.
6. Garnish with sesame seeds and green onion. Serve warm.



WELLNESS CENTRE SPECIALS

FEBRUARY 1 - 15 ONLY!

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



Blume Superbelly
Assorted Varieties,
Singles/7-Pack

\$1⁹⁹ / \$13⁹⁹

A delicious juicy refresher that gently hydrates with superfoods like inulin fiber, fermented apple cider vinegar, and clinically studied probiotics that contribute to a healthy gut flora.



CanPrev Cold-Pro Immune Formula
90 Capsules

\$24⁹⁹

Cold-Pro™ Immune Formula is designed to maintain and strengthen the immune system, aid in the symptomatic relief of colds and flus and speed recovery.



CanPrev Vitamin D3 & K2 Supplements
Assorted Varieties & Sizes

20% OFF

D3 & K2 assists the body in the absorption and utilization of calcium and supports the development and maintenance of bones and teeth.



Flora Digestive Enzymes
Assorted Varieties & Sizes

20% OFF

This formula was developed to address specific concerns as well as help maintain the overall health of your digestive system.



Vega One All In One Nutrition
827g - 876g

\$52⁹⁹

See Instore for more
Vega Products on Sale!

One and done. Each scoop is packed with: 20g protein, antioxidants, minerals, probiotics, fiber, omega-3s, and greens.



Jardine Naturals Essential Silver Products
Assorted Varieties & Sizes

15% OFF

The Canadian leader of silver supplements and with the fastest microbial kill rate.



DoMatcha Matcha Tea Powders
Assorted Varieties & Sizes

20% OFF

Our Matcha teas contain L-theanine, an amino acid that increases alpha waves in the brain, reducing stress and anxiety.



Moducare Daily Immune Support
Kids, 60 Chewables/
Adults, 90 Capsules

\$31⁹⁹ / \$35⁹⁹

Moducare combines the nutrients and benefits found naturally in fruits, nuts, seeds and vegetables in to one great supplement!



Sperri Organic Plant-Based Meal Replacement
300 mL/4-Pack

\$5⁹⁹ / \$23⁴⁹

Sperri supports immunity and reduces inflammation, helping you heal naturally. It complies with gluten-free, lactose-free and vegan diets.



Dr. Bronner's Pure Castile Soap
473 mL

\$15⁹⁹

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



LaVigne Natural Skincare & Derm Immortelle Facial Care
Assorted Varieties & Sizes

20% OFF

LaVigne Natural Skincare combines the best of science and nature, where every product reflects our commitment to quality and efficacy, for consumers seeking results-driven skincare.



La Luna Candles, Reeds & Diffusers
Assorted Varieties & Sizes

20% OFF

Soy and coconut wax scented candles that will transport you to around the world.



WELLNESS CENTRE SPECIALS

FEBRUARY 1 - 15 ONLY!

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



**Natural Factors
Vitamin Quercetin**
Assorted Varieties & Sizes

15% OFF

Natural Factors Quercetin LipoMicel contains a clinically studied source of the antioxidant quercetin used in herbal medicine to protect blood vessels and prevent oxidative stress. Our patent-pending LipoMicel formulation creates a unique liquid micelle matrix that disperses quercetin into tiny, absorbable microdroplets. It keeps quercetin stable during digestion and enhances its bioavailability in the body.



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

20% OFF

The ultimate adaptogen for everyday stress support, energy, and strength. Through fermentation we enhance the antioxidizing, 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 antioxidizing, 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.



**Strauss
Heart Drops**
100 mL

\$81⁹⁹

Strauss Heartdrops® are our flagship premium herbal formula, trusted for over 40 years to support healthy circulation and overall cardiovascular wellness. Made with a synergistic blend of aged garlic extract and time-honoured herbs, Heartdrops help maintain blood flow, support heart function, and promote balanced cardiovascular health. Easy to take daily, they're crafted in small batches and licensed by Health Canada for safety and quality. A simple, natural way to care for your heart—every single day.



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

25% OFF

For whatever mood you're in, experience our plant-rich body wash formulas, crafted with essential oils for the ultimate shower experience. Energy Body Wash is perfect to jumpstart your day with the energizing scent of ginger, java lemongrass, and cedarwood. Immerse your senses in the lush combination of delicate rose, jasmine, and ylang ylang found in our Pamper Body Wash. Relax Body Wash offers a moment of serenity with the relaxing scent of lavender, bergamot, and vetiver. Skin is left feeling gently cleansed.



**Allfat
Skin Care**
Assorted Varieties,
50 mL

\$29⁹⁹

Beef tallow is made from the rendered fat of a cow and is excellent for cooking AND for nourishing your skin! Based in Burnaby BC, AllFat is committed to providing safe and complete skin care by combining tallow with jojoba oil for simple yet highly effective skin care.

- 100% grass fed and finished beef tallow.
- Organic cold-pressed jojoba oil.
- Unparalleled hydration and improved elasticity.
- Effective & compatible as tallow matches your skin's fatty acid profile.
- Nourishes, rejuvenates and balances skin oils without clogging pores.



**AOR
Nattokinase**
60 Capsules

\$31⁹⁹

Nattokinase is an enzyme produced during the fermentation of a traditional Japanese condiment called natto, that helps to support cardiovascular system health. Natto is boiled soybeans that have been fermented with a type of probiotic bacteria (*Bacillus subtilis*). Just one capsule of AOR's Nattokinase delivers 100 mg of pure nattokinase. Nattokinase activity is measured by the number of "Fibrin degradation units (FU)". AOR's Nattokinase is guaranteed to deliver 2000-2800 FU per serving. Helps support cardiovascular health. Enzyme produced during the fermentation of a traditional Japanese condiment called natto a protein-digesting molecule Vegan-friendly, fermented, derived from whole food.



WELLNESS CENTRE SPECIALS

FEBRUARY 16 - 28 ONLY!

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



**CanPrev
Inno-Q-Nol**
Assorted Varieties & Sizes

20% OFF

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



**Flora Organic
Red Beet Crystals**
200g

\$27⁹⁹

Flora Red Beet Crystals are instantly soluble and provide an easy and delicious way to enjoy the goodness of beets.



**KidStar Nutrients
Kids Vitamins
& Supplements**
Assorted Varieties & Sizes

30% OFF

BioFe® Iron products that are gentle, non-constipating, and will not upset sensitive stomachs or stain teeth like other common iron supplements.



**New Roots
Vitamin D3
Supplements**
Assorted Varieties & Sizes

20% OFF

Vitamin D3 is critical for the absorption and regulation of calcium and phosphorus levels necessary for strong bones, teeth, and nails.



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

20% OFF

Discover Botanica's collection of finely-crafted, organic plant-based supplements for your unique path to wellness.



**ITL Health
Pure Magnesium
Supplements**
Assorted Varieties & Sizes

25% OFF

Introducing MAG3N8 by ITL Health! MAG3N8 is a genuinely pure Magnesium L-Threonate supplement designed to support cognitive function, mental clarity, and focus.



**Diva Cup &
Pelvic Wellness**
Assorted Varieties & Sizes

25% OFF

Contains 100% naturally-derived, non-irritating ingredients specifically formulated for delicate vulvar skin.
Made without fragrance, sulphates, parabens, or dyes.
Vegan and cruelty-free



**Tints of Nature
Henna Cream**
Assorted Varieties,
70 mL

\$16⁹⁹

Made with natural henna and plant extracts, Tints of Nature Henna Cream offers a healthier way to colour your hair.



Egyptian Magic
Assorted Sizes

20% OFF

A luxurious cream with moisturizing and nourishing properties that are legendary among celebrities, the fashion industry, even doctors and hospitals.



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

25% OFF

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



**Himalaya Botanique
Toothpaste**
Assorted Varieties
113g - 150g

\$6⁴⁹

Carefully formulated to gently clean teeth and maintain great oral health.



**Dr. Jentschura
AlkaBath**
75g/750g

\$4⁴⁹ / \$28⁹⁹

AlkaBath creates alkaline water with a pH level of 8.5 to take care of your skin.



WELLNESS CENTRE SPECIALS

FEBRUARY 16 - 28 ONLY!

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



**New Roots
Wild Oregano C93**
Assorted Varieties & Sizes

20% OFF

Discover New Roots Herbal's Wild Oregano C93—a potent blend with one of the highest carvacrol contents (93%) on the market, sourced sustainably from Turkey's Anatolian mountains. Hand-picked from plants thriving 1,500 meters (5,000 ft.) above sea level, this Origanum minutiflorum oil is steam-distilled and imported directly from the Mediterranean. Blended with certified organic, cold-pressed olive oil, it offers a bold, smooth flavor profile and a powerful antioxidant boost.



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

15% OFF

Natural Factors ECHINAMIDE® Anti-Viral Potent Fresh Herbal Tincture harnesses the power of nature to help you fight viruses and provide relief for sore, irritated throats. A proprietary blend of clinically proven ECHINAMIDE (certified organic Canadian echinacea) with well-researched antiviral herbs, this formula helps relieve symptoms and shorten the duration of colds and flus.



**Ancient Minerals
Magnesium
Bath Flakes**
750g

\$12.99

See Instore for more
Ancient Minerals on Sale!

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



**FeraPro
Iron Supplements**
30 mg, 75 mg, 100 mg,
100 Capsules

15% OFF

FERAPRO® 75 – Iron Support for Sensitive Systems
If you struggle with iron deficiency and a sensitive gut, FERAPRO® 75 was made for you. This medium-strength formula delivers 75 mg of elemental iron with gentle, synergistic support—without the fillers that can upset digestion.

- Ideal for women with IBS, IBD, or sensitivities
- No fillers, dyes, binders, or unnecessary additives
- Non-GMO, gluten-free, dairy-free, soy-free
- Third-party tested for purity and potency
- Includes vitamin C, B12, 5-MTHF, and glycine for absorption



**Provita Vitamins
& Supplements**
Assorted Varieties & Sizes

20% OFF

Provita products are rooted in science and work to optimize the human body, providing you with the building blocks to transform your health.

Heavy Metal Detox – Designed for individuals exposed to heavy metals through seafood, industrial pollutants, amalgam fillings and other environmental toxins. Contains EDTA, Cilantro extract, and L-Malic acid providing complimentary support for binding and eliminating lead, mercury, aluminum and toxins.



**Capricare
Infant Formula**
Stage 1 & 2
800g

15% OFF

Whole Goat Milk Infant Formula for Happy Healthy Babies

• Inspired by a simple belief in doing things naturally, Capricare is a premium goat milk infant formula crafted with care from farm to bottle.

- It's based on 30+ years of research and the natural goodness of whole goat milk.
- Capricare is a nutritionally complete, clean-label formula that is naturally gentle and easy to digest, making it a perfect choice for happy, healthy babies.
- Find it in our baby aisle!



comments@choices.market

@ChoicesMarket

/DiscoverChoicesMarket

@ChoicesMarket

Shop online at
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

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



10% OFF & \$10
ENTIRE STORE INCLUDING SALE ITEMS*
CHOICES GIFTCARD

PLUS, FROM 11AM - 4PM!

- Donation prize wheel in support of BC Children's Hospital Foundation
- Enter to win fabulous prizes, like 350,000 Choices Points or a grand prize trip to Greece!**
- Free samples, live music, face painting and more!

*Excluding Lotto and Gift Card purchases. Sale not available online. **See in-store for complete details.

SATURDAY, FEBRUARY 14

ONLY AT CHOICES PARKSVILLE

SATURDAY, FEBRUARY 28

ONLY AT CHOICES CAMBIE

THANK YOU

to our sponsors for supporting Choices Market and the communities we serve.

