

Wellmune WGP®

The new cure for the common cold

Although we may not understand how the immune system works, we are aware of the importance of a strong immune system to overall health. Heightened awareness of the immune system's critical role may be a result of recent media coverage of pandemic threats as well as a general cultural shift towards healthier nutrition and lifestyle choices.

Every day our health is compromised by threats such as stress, poor diet, lack of exercise and insufficient sleep, leaving us more vulnerable to viruses such as colds and flu. In the past most people sought out products to treat colds and the flu only after getting sick. With consumers today, there is a greater desire to prevent infection before it starts. Prevention is preferable to treatment because it results in an overall improved quality of life and less downtime.

An exclusive partnership between SISU and Biothera, the Immune Health Company, has yielded three revolutionary immune health products to help you stay healthy. Daily immune support is available with these all natural, clinically proven products made with the patented ingredient Wellmune WGP®: SISU **Healthmune™**, **Coldmune™** with Ester-C® and **Stressmune™** with Rhodiola.

Wellmune is a new natural ingredient derived from a proprietary strain of yeast, grown on sugarcane in the USA. It is clinically proven to reduce colds and flu in healthy adults under stress. Wellmune activates the body's immune system, enhancing the body's natural defenses to respond more quickly and completely to disease causing germs and viruses. It may well be the cure for the common cold!

Stressmune
Buy One
Get One FREE



FREE Book Offer!

With any Wellmune product purchase. While supplies last

The Vitamin Store 5 locations *To serve you better*

Waterdown 255 Dundas St. E. (Sobey's Plaza) Waterdown, ON (905) 690-8383	Dundas 86 Main St. (Blockbuster Plaza) Dundas, ON (905) 628-9565	Burlington West 459 Guelph Line (Roseland Plaza) Burlington, ON (905) 631-0668	Burlington East 728 Burloak Dr. (Burloak Commons Plaza) Burlington, ON (905) 331-6064	Milton 500 Laurier Ave. (Laurier Plaza) Milton, ON (905) 878-3080	HOME DELIVERY CALL FOR DETAILS (905) 331-6064
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The Vitamin Store



... your health starts here

www.TheVitaminStoreCanada.com DECEMBER 2010



NEW!

Bio OMEGA-3 Pure Highest Quality & Purity

ULTRA PURE / PHARMACEUTICAL GRADE

Setting the Standard in Omega-3/DHA Fish Oil

Bio Omega-3 Pure fish oils conform to world-wide hygiene, quality, and purity standards, including those established by the European Commission (EC), Norwegian Food safety Authority (NFSA), Health Canada, the United States Food and Drug Administration (FDA) and the Global Organization for EPA and DHA Omega-3 (GOED).

Trust the Purity

In order to produce premium quality, pure fish oil, excellent starting material along with state-of-the-art technology and engineering systems are required. Prior to purchase, Bio Omega-3 Pure fish oil starting material undergoes rigorous testing to ensure it meets the company's strict quality standards. Then, the fish oil undergoes a series of processes, including molecular distillation, designed to result in ultra-pure, high quality fish oil, while taking great care to minimize the potential for oxidative damage.

Trust the Freshness

Fresh fish oil is characterized by minimal levels of oxidation. The key indicators of the oxidation level are Peroxide Value (PV) and p-Anisidine Value (p-AV). Bio Omega-3 Pure fish oil is well below European Pharmacopeia (EP) and GOED Voluntary Monograph limits for PV and p-AV to ensure the best possible freshness.

Summit Supplements – Sustainable Source Summit Supplements takes great care to source its fish oil from wild-caught, sustainable fisheries that are strictly regulated by government agencies.

Summit Supplements achieves its commitment to quality by producing, testing, warehousing, and transporting according to cGMP (current Good Manufacturing Practices).

The Health Benefits You Can Expect

Numerous Health Benefits of Omega-3 EPA/DHA from Fish Oil

General Health and Wellness for the Whole Family

- A factor in the maintenance of good health
- DHA is a cellular building block
- Together, EPA and DHA provide health benefits at every life stage

Omega-3 EPA/DHA for a Healthy Heart

EPA and DHA combined may help:

- Support healthy circulation
- Maintain normal, healthy triglyceride levels
- Maintain healthy cardiovascular function

Health and Wellness for the Brain

Omega-3 from fish oil containing EPA and DHA may contribute to:

- Normal development and maintenance of the brain, eyes, and nervous system in young children.
- Normal cognitive development in infants

25% MORE
for the same price
as leading
brands!



Coming Soon! Bio Omega-3 Pure in 500 ml and 200 ml bottles!



Look inside for more details ...

Immune Support for the Whole Family

With the approach of winter, it's important to be pro-active in ensuring that seasonal illnesses are kept at bay. That's why Flora™ has introduced the Dr. Dünner Sambu®Guard Cold Season Kit as an easy way to support the immune system. This convenient kit contains Sambu®Guard Herbal Formula, Sambu® Elderberry Concentrate, and Sambu®Guard Lozenges.

Sambu®Guard Herbal Formula, is a delicious liquid formula containing elderberries, elder blossoms, echinacea and vitamin C. It works best when taken at the first sign of symptoms.

Sambu® Elderberry Concentrate is made from elderberries, extract of elder flowers and honey. This formula is high in bioflavonoids, including quercetin, which helps alleviate sinus ailments. Formulated for year-round use, it's a delicious way to enhance your body's natural defences on a daily basis.

Sambu®Guard Lozenges are ideal for people on the go. Packed with vitamin C from acerola cherries and flavoured with real elderberries, these handy lozenges help alleviate allergy symptoms and sore throats.

Elderberries have a mild detoxifying and cleansing effect, which helps to maintain healthy cells. Elder flowers are soothing for occasional throat irritation and are known to support the respiratory tract and healthy lung function.

Echinacea juice provides optimal immune support and is beneficial for all the mucous membranes of the body – in the mouth, esophagus, digestive and respiratory tract. It also promotes a strong circulatory system.

Vitamin C helps to increase the body's resistance to pathogens. It also has an antihistamine effect, making it useful for easing symptoms of seasonal illnesses such as sneezing, coughing and congestion.

In addition to the Cold Season Kit, the people at Dr. Dünner have also developed a children's formula, Sambu®Guard for Kids, which is designed to suit active, growing youngsters. Made with organic echinacea, wild-grown elderberry and vitamin C, this kid-friendly formula has a tasty raspberry flavour.



Cold Season Kit
Value \$69.45
Sale \$34.45
Save \$35
Limited Quantities!

Join the **Vita Points CLUB**

HOW MANY POINTS DO YOU HAVE?

Earn one VitaPoint with every dollar you spend!*

*Regularly Priced Items Only. Sale or Promotional Items Excluded.

Cash your VitaPoints in and save once you've hit the following levels:

250 VitaPoints = \$5 savings
375 VitaPoints = \$10 savings
500 VitaPoints = \$15 savings

Strengthen your immune system and fight the symptoms of cold and flu...

Engystol® strengthens the immune system and is antiviral. It's an immunomodulating medication which has been scientifically proven to significantly reduce the duration and severity of symptoms during an acute viral infection and help protect from subsequent infections.

Benefits of Engystol®

- Scientifically demonstrated safety and efficacy
- On the international market for over 30 years
- May be used for both prevention and treatment of viral infections
- Stimulates the non-specific defense system (immunomodulator)
- Safe for pregnant or nursing mothers as well as the entire family
- No known side effects or contraindications
- May be combined to other natural or conventional immunomodulating therapies

Gripp-Heel® relieves runny nose, headaches and mild fever. Scientifically proven Efficacy and tolerability Studies confirm that Gripp-Heel® is as effective as conventional treatments (antitussives, expectorants, analgesics, and antibiotics) in the treatment of mild viral infections and acute upper respiratory infections.^{3,4,5}

Further, the results show that compared to individuals treated with conventional medicine, patients treated with Gripp-Heel®:

- Exhibited greater compliance and tolerability
- Demonstrated faster relief of symptoms
- Recovered more rapidly

Other trials conducted on adults and children demonstrated that up to 70% of patients treated with Gripp-Heel® displayed initial improvement of symptoms as early as 1 to 3 days after initiation of therapy. The overall therapeutic efficacy was rated as "good" to "very good" in 90% of patients and tolerance as "excellent" or "good" in 99% of those treated with Gripp-Heel®.^{6,7}

Brocosin® can be used for any type of cough associated with colds, flu, environmental contaminants, bronchitis and chest congestion.

Advantages of Brocosin®

- Brocosin® may be used for a wide variety of coughs. Since the active ingredients in Brocosin® can regulate the body's own defense mechanisms as needed, this unique cough syrup may act as both an expectorant and antitussive!
- Brocosin® is a unique blend of natural ingredients in homeopathic dilution. Thus, it is gentle yet highly effective.
- Brocosin® has a registered DIN (Drug Identification Number) and is manufactured according to the highest pharmaceutical standards.
- Brocosin® is suitable for the whole family, both children* and adults. In fact, its great taste will have children asking for more!
- Brocosin® has a soothing effect on the respiratory tract.
- Brocosin® is very well tolerated. There are no known side effects or medicinal interactions.
- Brocosin® may be used by diabetics as 1 teaspoon contains approximately 3-4 grams of sugar. This is about one-fifth of the amount of sugar contained in a slice of bread or in one carbohydrate exchange (15 grams).

Euphorbium Compositum® relieves congestion due to cold and flu, rhinitis and sinusitis.

Safe and effective for:

- Cold & flu nasal symptoms
- Sinus congestion
- Runny nose
- Dry nasal membranes
- Rhinitis & Sinusitis

FOR REFERENCES, PLEASE VISIT WWW.HEEL.CA

ask lorna



Canada's leading women's health expert

Q. I am a 35-year-old woman and I have no energy, my fingernails are peeling, my hair is falling out and I have dark circles under my eyes. Help!

A. The symptoms you are suffering from are due to iron deficiency. And your iron levels don't have to be so low that you have anemia to cause health issues. Infertility, breathlessness even upon minor exertion, heart palpitations, dizziness, cold hands and feet, and poor concentration are also symptoms of iron deficiency. Women are more susceptible to iron deficiency due to their monthly cycles and because over 57 percent of women do not get adequate iron from their diet. Hair loss occurs because hair follicles contain iron. When iron declines, hair does not grow and nonpigmented hairs develop. Iron pills recommended by your doctor are poorly absorbed and cause digestive irritation, black stools and constipation. Now, a new vegetarian iron that does not constipate, tastes delicious and increases iron and ferritin fast—called Ironsmart—is available in Canada. Ironsmart is iron wrapped in a liposomal bubble which allows the iron to go directly to the small intestine and be absorbed. Studies show when women take 10mg of elemental iron per day, they have better mental acuity, their energy increases and fingernails and hair improve quickly. Unlike other liquid iron supplements, Ironsmart tastes so good you won't believe that it is good for you. Visit your health food store for a FREE copy of my booklet "Smart Solutions for Your Iron Needs".

www.hormonehelp.com

Christmas Cacao

2 cups Almond or Rice Milk
2 tbsp Organic Traditions Raw Cacao Powder
¼ cup Organic Traditions Goji Berries
½ cup Natural Traditions Brown Rice Bran
¼ cup Organic Traditions Shredded Coconut or 1 tbsp Bali Sun Coconut Oil
1 tbsp Natural Traditions Vanilla Bean Powder or Vanilla Extract
1 cup ice

For Chocolate Eggnog: Add 2 raw eggs!

Optional Flavourings:

- 1 tsp cinnamon, ½ tsp nutmeg, a pinch of cayenne
- 7 drops of peppermint oil
- 2 tsp of rum extract, 2 tsp allspice
- 1tbsp organic ground coffee & 1tbsp cherry concentrate

Simple & Sweet Directions: Blend all ingredients together and bless beverage with LOVE & GRATITUDE. Pass on the recipe to relatives and friends!

Healthy Holiday Gift Ideas

* **Hildegard Rose Green Tea With Infuser**
Hildegard Rose Green Tea is a gourmet blend of loose leaf tea consisting of Organic Green Tea, Rose petals, and Hibiscus. This aromatic pink infusion is handmade locally. The flavour is mild and sweet with a hint of hibiscus tartness. Sweeten it with honey and refrigerate it for a unique Iced Tea! \$14.50



* Hand-rolled Beeswax Candles

Pure Alberta beeswax with 100% cotton wicks provide a clean, slow burn. The natural honey-coloured candles will add a warm glow to your family's holiday table, and would make great hostess or school teacher gifts. \$7.99



* Weleda Pomegranate Travel Kit

Made with 100% organic pomegranate seed oil, this new Regenerating Body Care product line helps to promote skin renewal, protects against skin-damaging environmental influences and enhances your skin's vitality and natural radiance. Travel Kit comes with Pomegranate Regenerating Hand Cream (0.3 oz), Pomegranate Regenerating Body Oil (0.3 Fl oz), Pomegranate Creamy Body Wash (0.7 oz). A great stocking stuffer! \$10.99

* Weleda Pomegranate Gift Kit

Organically sourced, antioxidant-rich pomegranates are proven effective to help prevent and reverse visible signs of aging, such as dryness, diminished elasticity in the skin and age spots. Gift kit includes: Pomegranate Creamy Body Wash (7.2 Fl oz), Pomegranate Regenerating Body Oil (0.32 Fl oz), Naturally exfoliating loofah, Eco-friendly reusable bag. \$20.99

* Kor Waterbottles

As seen on T.V. and in Ironman! Using only health-safe materials, this new product is BPA Free, and made with Eastman Tritan, which means that the only thing you get out of it is what you put into it! This product is odor, taste and stain resistant, and can stand up to extreme use and repeated dishwasher cycles. A portion of sales are donated to non-profit water-related causes. Available in Ice Blue, Sawgrass Green, Sunrise Orange, Orchid Pink. \$23.99



* Vitamin Store Gift Certificates

Available in ANY dollar amount, this is a great option for those hard-to-buy for people on your list! Show them how much you care with a gift certificate for their health!