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CANADA'S LEADING INDEPENDENT HEALTH & WELLNESS RETAILERS • HEALTHFIRST.CA

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DIGITAL FEATURES



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DID YOU KNOW THAT **PAIN** and **GUT HEALTH** are **RELATED**?

Nagging joint pain, the burn of arthritis, and even low grade pain don't necessarily start from where the pain is felt. Sure, that arthritic pain can develop due to mechanical reasons, like wear and tear on the joints. But new research has found that inflammation and the sensation of pain can actually come from the gut. Many links have been found between gut health and pain-including osteoarthritis, rheumatoid arthritis, chronic fatique syndrome and fibromyalgia. Gut feelings, indeed.

Conventional pain relief products can help to reduce the sensation of pain, but won't help to treat the root cause of the pain.

genuinehealth.com | 🍠 🖪 🖸

GET TO THE ROOT OF YOUR PAIN

NATURAL, EFFECTIVE PAIN RELIEF WITH GUT HEALTH BENEFITS



Genuine Health's line of fast, all natural pain relief products are all made from BiovaFlex® natural eggshell membrane that works in just 5 days to reduce inflammation, relieve joint pain and increase mobility. Natural eggshell membrane has been found to reduce inflammation in the gut, reduce intestinal permeability, and can prevent dysbiosis (3).

NEW fast joint care+ with fermented turmeric is made with the amazing combination of gut-loving BiovaFlex® natural eggshell membrane and fermented organic turmeric, which work to reduce two pathways of pain and inflammation. Plus, the fermentation process can help shift gut bacterial populations in healthy ways.

Pain happens. And the best protocols for managing it deal with the root cause, which is in many cases, the gut! By taking a two-pronged approach to treating pain, you can help to not only manage the symptoms of pain, starting with the gut.

REFERENCES

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Reichenberg A, et al. Cytokine-associated emotional and cognitive disturbances in humans. Arch Gen Psychiatry. 2001 May;58(5):445-52.

Jia H, et al. Eggshell membrane powder ameliorates intestinal inflammation by facilitating the restitution of epithelial injury and alleviating microbial dysbiosis. Sci Rep. 2017 Mar 8;7:43993. doi: 10.1038/srep43995

42⁹⁹ fast pain r 90 vegeta caps

fast pain relief 90 vegetarian caps



60 vegetarian

caps

fast arthritis 60 vegetarian caps



Women Helping Women®

Nutritional Solutions For Your Hormone Needs

Women in menopause often as "what makes the difference between the woman who has virtually no symptoms at menopause and the woman who suffers with endless hot flashes, night sweats, angry outbursts, insomnia and brain fog?" The answer is that those that sail through menopause have great functioning adrenal glands.

At menopause when the ovaries shut down the adrenal glands are supposed to kick in and make DHEA, estrogen and other hormones but if you have been under chronic stress your adrenals may be too tired to take on this job. Symptoms of exhausted adrenals include insomnia where you fall asleep fine but wake up several hours later and can't get back to sleep, salt and stimulant cravings and difficulty handling stress.

Treating menopause symptoms involves a twopronged approach. One, by taking ADRENAsmart to enhance hormone function via the adrenal glands. And two, by adding MENOsmart plus to stop hot flashes, night sweats and mood swings quickly. MENOsmart plus raises progesterone naturally and controls night sweats and hot flashes. Licensed by Health Canada, MENOsmart plus works fast to alleviate the symptoms of menopause.

This comprehensive line of **SMART** supplements devoted to the specific needs of women.

Care has gone into the selection of each ingredient, ensuring that every formula delivers results. No GMOs, gluten, soy or irradiated or artificial ingredients are found in these nutritional supplements.

Every finished product is third party independently tested.



ON SALE | Get 25% off any Lorna Vanderhaeghe product, while quantities last.

Supplements for **Stress Relief**...

If you're already feeling overwhelmed, extensive changes to your lifestyle might seem out of reach. Certain nutrients and supplements can give your body a helping hand to create a little breathing room. Once the pressure's off, you can focus on things like meditation, exercise, and healthy eating without getting even more stressed...

naturalfactors.com

Serenity Formula Helps relieve symptoms of chronic stress and anxiety

- Adrenal exhaustion resulting from chronic stress
- Broad spectrum help for a variety of stress-related disorders

100% Natural GABA

Fast-acting relief for nervousness and acute stress

- · Reduces stress, anxiety, nervousness, and guickly restores mental calmness
- Promotes mental clarity and physical relaxation without drowsiness

Kava Kava 250/400 mg Promotes relaxation and a sense of calm

- · Supports mental focus and clarity
 - · Relieves occasional anxiety and minimizes the negative effects of stress

Helps relieve mild insomnia and calms nervousness

stress-Relay

Tranquil Sleep

Stress Relay

Magnesium Citrate

stress-Relax

Mental Calmnes

Tranquil Sleep

- Helps you fall asleep and stay asleep
- Works in harmony with your body's natural sleep hormones

Magnesium Citrate

A relaxing magnesium drink mix

- · Calms the symptoms of anxiety and stress
- · Relaxes skeletal muscles, smoothes muscles, and the GI tract
- **Mental Calmness**
- Promotes deep relaxation and mental clarity
- Reduces feelings of stress and anxiety
- · Promotes relaxation without drowsiness

NEW!

Mind Retreat[™]

Calms the mind and promotes restful slee

- Fosters a sense of calm, relaxed alertness. and mental clarity
- Helps relieve occasional restlessness in times of stress







stress-Relay

crenity Formula

aress-Relax

GABA







I lehalie E Paul Schulick

Founder & Master Herbalist

WELLNESS — is in our nature —

Introducing a new chapter in herbal allies—Fermented Booster Powders that let you add pure and concentrated herbs to smoothies and more. Our unique 2-step fermentation method makes the herbs easily digestible and delivers the time-tested advantages of fermentation. Our science proves what nature always knew—that wellness is in our nature. With New Chapter,[®] you'll feel it.





BOOST YOUR SMOOTHIE BOOST YOUR HEALTH

25% OFF ALL NEW CHAPTER PRODUCTS

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MULTIVITAMINS | CALCIUM | HERBALS | FISH OIL

DIGITAL FEATURES





Raw. Fair-Trade. Hand Pressed.

Alpha DME[™] Coconut Oil delivers the highest quality oil from fresh coconuts in the Solomon Islands. From tree to jar in under one-and-a-half hours.





Living Alchemy[™] Your Flora Terrain - Digestive Lining is the next generation of probiotics: fermented symbiotics. Featuring 35 strains from kefir and kombucha providing a complete ecosystem in a capsule.

60 Pullulan Capsules



A CONTRACT

Health First[®] is a premium supplement brand, only available at Health First Network member stores. From fish oils, vitamins and minerals to probiotics we've got the high quality, non-GMO, products you and your family are looking for! Our team searches the globe for the most unique and well researched ingredients with distinctive health benefits.

> Ask in-store about more great Health First products!

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Ways to boost your energy

hacks you can use in the morning,

Eat Breakfast Like a King

study found eating earlier in the day leads to fewer calories consumed and been said, "Eat breakfast like a King, dinner like a peasant."

Make More Energy

The battery packs of your cells are called mitochondria. As you age, they are becoming dysfunctional. They no immune disorders. Nutrients (PQQ,

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One Degree

Sprouted Cereal

Veganic

Select flavours

227 g - 284 g

ON SALE

Canadian

Heritage

ON SALE

13⁹⁹

Clif® Bars

ON SALE

4/\$5

Monkey™

Wize

68 g

Select flavours -

Syrup

Organics Maple

Select varieties - 500 ml

4⁹⁹

VEGANIC SPROUTED OWN RICE CACAO CRISPS CRAINS SOUFFLES DE RIZ BRUN CIEN VÉCANIQUE CERMÉ AU CM

WHEN YOU SEE THIS SYMBOL

THE PRODUCT HAS BEEN VERIFIED NON-GMO BY THE NON-GMO PROJECT.

WERE TOWNERS IN THE REAL PROPERTY OF COMPACTOR OF STREET

Made Good

Semi Sweet

Chocolate

ON SALE

Earth Balance®

Daiya Dairy Free

Greek Yoghurt

Select flavours - 150 g

Alternative

ON SALE

Silver Hills®

Organic

1 89

5⁴⁹

Soy Free

Spread

ON SALE

5⁴⁹

Traditional

Chips

227 g

NEW

· · It At Ares

earth

425 g

balance

daiya 😂

NEW

Simply

118 ml

Organic[®]

ON SALE

1499

Organic

Frosting

ON SALE

6⁴⁹

Justin's®

ON SALE

199

CONCERCIPATION OF CON

3

Almond Butter

Select varities - 454 g

354 g

Select flavours -

Wholesocie/

CHOCOLAT

Jue

NEW

Justin's

Wholesome™

Vanilla Extract



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