

remedies™ buyer's edge

MAY 2009



remedies May 2009

What Women Want

According to *Money* by Liz Perle (Henry Holt, 2006), 90 percent of married women describe themselves as the principal shoppers in their households. Women strive to be many things—we're achieving our professional and personal goals at a brisk pace while making educated consumer choices. Health is high on the list of priorities. For example, women want quality healthcare (a YWCA poll found that more than three-quarters of women ages 18 to 70 call healthcare reform a top policy issue for the Obama administration). We nurture and protect the health of our families and loved ones with our actions and our buying decisions. Oh, and did I mention personal wellness? That's somewhere among the juggled priorities!

Your products and expertise represent enormous value to your female customers. May is a great time to highlight items that support their health at every age and stage



Johanna Arnone

of life. To support your efforts, this issue of *remedies* includes products and integrative practices that care for bone health, digestive wellness, and mood and hormone balance, along with natural strategies for women trying to conceive.

In good health,
Johanna Arnone

Johanna Arnone, Editor

Feature: Strong Bones by Jayson Kravitz, CSN, demonstrates how combining specific supplements—vitamin E and selenium, calcium and magnesium, probiotics and prebiotics, bromelain and quercetin, glucosamine and chondroitin, CoQ10, and L-alpha lipoic acid and vitamin C, flax and DHA, turmeric, and milk thistle—can help optimize potency and benefits. Carefully chosen enzymes are also useful. Sidebar gives helpful tips on label reading, proper storage, and timing.

Feature: Best Diet Choices by Megan Atab highlights healthy dietary choices along with zinc, selenium, vitamin C, natural vitamin E, essential fatty acids, botanicals, and more to support couples trying to conceive. Complementary and alternative practices such as yoga and acupuncture also appear to be helpful. Sidebar highlights helpful herbs such as chasteberry, raspberry leaf, lemon balm, and black cohosh for women at every life stage.

Feature: Weight Management by Johanna Arnone

offers reasons to consider this approach for animal companions, healing and wellness. Practical suggestions include *Rhus toxic* for arthritic conditions and *Apis mellifica* for hotspots.

Feature: Healthy Bones by Robin Frost spotlights nutrients that support healthy bones—minerals calcium and magnesium, vitamin D, and more—and how they work.

Feature: Workout Performance by Linda Melone, ACSM/CPT, ACE, reveals which nutrients and supplements to choose before, during, and after a workout for best results. She mentions vitamin C,

L-carnitine, carnitine, sports beverages, L-glutamine, L-cystine, and omega-3 fatty acids.

Feature: Detoxification by Anne Graves offers reasons to consider this cleansing practice, lets readers know what to expect from the procedure, and gives tips for finding a certified colon therapist.

Feature: Bone Health by *remedies* editorial advisor John Neustadt, ND, gives an expert's perspective on preventing this condition and associated fractures with a healthy diet, exercise, and supplemental nutrition including vitamin K as MK-7.

new products



Nordic Naturals new Vitamin D3 (cholecalciferol) delivers the recommended form of vitamin D in a carrier oil of organic, extra-virgin oil. Vitamin D3 in olive oil benefits health by enhancing calcium absorption; bone, immune, and neuromuscular regulation; and mood, sleep, and heart function. 800-662-2544, www.nordicnaturals.com



Super Colon Cleanse from **Health Plus** was developed with the philosophy that every four to six weeks, the colon should be thoroughly cleansed. Since it is one of the primary organs involved in the body's internal detoxification process, it's important to keep the colon functioning properly. 800-822-6225, www.healthplusinc.com



NutraRev!, the premium antioxidant energizer from **Peter Gillham's Natural Vitality**, is a combination of popular anti-aging supplements in liquid form for increased bioavailability. It features brand-name ingredients Pomella pomegranate, SolQ10BLUE CoQ-10, and Bioenergy ribose along with acetyl-L-carnitine, alpha lipoic acid, and vitamins C, E, and B6. NutraRev! also features super antioxidants açai, goji, and mangosteen plus eight fruits and berries. It has a natural berry flavor with certified organic stevia and organic agave nectar. www.petergillham.com



For proper brain development, focus, and learning, children need omega-3 fats, which are rich in DHA. **Dr. Sears**, America's pediatrician, has developed Go Fish Brainy Kidz Children's Omega-3 DHA Fruit-Based Soft Chews. Each has all-natural, fruit-based ingredients, a great-tasting strawberry flavor, and the proper nutrient balance for children. www.drsearsfamilyapproved.com



Ridgecrest Herbals Anxiety Free Stress Release is a comprehensive formula with herbs and nutrients clinically proven to:

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Only Oceans 3 Omega-3 formulas from **Garden of Life** deliver amplified benefits by containing OmegaXanthin, a synergistic blend of health-promoting omega-3 fish oil with fucoxanthin and astaxanthin. OmegaXanthin is what separates Oceans 3 formulas from the rest of the "school." Dive in now and choose from five targeted formulations to meet your nutritional needs. 800-622-8986, www.beyondomega3.com



Osteo-K from **Nutritional Biochemistry Inc.** is a dietary supplement for bone health that contains 45 mg of MK4, a form of vitamin K2. MK4 (45 mg/day) appears to decrease the risk of fractures by up to 81 percent. No other form or dose of vitamin K has been shown to decrease fracture risk. Osteo-K, formulated by physicians from Harvard, Cornell, MIT, and Bastyr, contains additional supportive nutrients, including calcium, vitamin D, magnesium, and boron. Enter the promotional code BUYER at checkout for 10 percent off the wholesale price of \$54.00. (MSRP \$75.95) 800-NBI(624)-1416, www.nbihealth.com

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