

# DURHAM NATURAL FOODS

1191 Montrose Avenue, Sudbury, ON • 705-566-3820  
www.durhamnatural.com

CANADA'S LEADING INDEPENDENT HEALTH & WELLNESS RETAILERS

HEALTH  
FIRST

## SEEK OUT HIDDEN SUGARS

### Find the sugar in your labels

Looking for sugar on food labels goes beyond looking for anything ending with the letters "ose" (e.g. sucrose, glucose).

Look inside to find the real truth about sugar.

60 FREE  
CAPSULES

### Rich in omega-3 fatty acids

**Health First® Omega-First®** is a super strength fish oil concentrate which helps support cardiovascular health, cognitive health and brain function. GMO-free and pharmaceutical grade with natural lemon flavour.

ON SALE  
**49<sup>99</sup>**

240 + 60 gelcaps

20% MORE  
FREE

### Maximize your meals

**Renew Life DigestMORE Ultra** is a plant based, digestive enzyme formula which works to break down food into the smallest usable nutrients and helps reduce indigestion and bloating.

ON SALE  
**29<sup>99</sup>**

72 veg caps

### Relief for your joints and the rainforest

**New Chapter® Turmeric Force®** with whole, active phytonutrients, works to provide a 100% herbal response to joint inflammation and discomfort. A portion of sales will be donated to the *Friends of the Children's Eternal Rainforest*. See store for details.

ON SALE  
**42<sup>99</sup>**

144 capsules

All you need  
is one™

**Natural Factors® Double Strength Ultimate Multi Probiotic** restores intestinal flora balance with 24 billion active cells. Enteric coating ensures strains will reach intestines at full potency.

ON SALE  
**31<sup>99</sup>**

60 veg caps

### Vitamin C & L-Lysine formula

**Dr. W. Gifford-Jones, MD Medi-C Plus™** uses the powerful combination of lysine and vitamin C to help maintain a healthy heart. This berry flavoured powder mixes easily with water or juice.

ON SALE  
**21<sup>99</sup>**

300 g

NEW

### Cleanest whey in the world

**Progressive® WheyEssential™ All-in-One** is a grass fed, New Zealand whey-based protein supplement plus fibre, omega-3 fats, a full day's supply of antioxidants and 13 vitamins and minerals.

ON SALE  
**62<sup>99</sup>**

840 g

• SALE DATES: NOVEMBER 7 – 22, 2014 • HEALTHFIRST.CA •

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### Knock out cold & flu

**A.Vogel Echinaforce® Extra Strength Hot Drink** is an effective combination of echinacea purpurea and elderberry. Helps combat common cold and flu symptoms and relieves upper respiratory congestion.

ON SALE  
**10<sup>99</sup>**

100 ml



### Ultimate liver protection

**Himalaya® LiverCare®** is a well-researched combination of nourishing herbs. Assists in supporting the liver's normal function and everyday detoxification.

ON SALE  
**24<sup>99</sup>**

90 veg caps



### Zero never tasted better

**NOW® Better Stevia™** is extracted from the leaf of the stevia plant and is 50-100 times sweeter than sugar. But get this - it has zero calories and doesn't harm your teeth!

ON SALE  
**6<sup>99</sup>**

100 packets



FREE BAR INSIDE

ON SALE  
**35<sup>99</sup>**

60 softgels + FREE bar

### No fishy repeat

**Whole Earth & Sea Herring Gold™ Omega-3 1000 mg** is derived from the roe of Norwegian spring-spawning herring. Rich in the essential omega-3 fatty acids DHA and EPA, as well as choline.

BONUS



### 100% organic and gluten free

**PGX® Satisfast™ Organic Protein Bars** deliver 15 g of raw protein and 1.5 g of PGX to help curb untimely hunger pangs without flooding your bloodstream with sugars.

ON SALE  
**2/\$6**

61 g



### Therapeutic dose

**Renew Life Ultra EPA Omega** has a maximum strength dose 1000 mg of EPA per capsule. Assists with mood balance, inflammation and cardiovascular health.

ON SALE  
**26<sup>99</sup>**

30 capsules



### Fast acting relief

**Wobenzym® Plus** is a powerful antioxidant and anti-inflammatory supplement. Relieves pain associated with osteoarthritis of the knee and hip, also assists in joint injury recuperation.

ON SALE  
**43<sup>99</sup>**

120 tablets



### Fresh from farm to tablet

**MegaFood™ Women's One Daily Whole Food Multivitamin** is a balanced ratio of pure FoodState Nutrients™. Supports optimum health and well-being. Also available in men's formula.

ON SALE  
**46<sup>99</sup>**

60 tablets

# SEEK OUT HIDDEN SUGARS

## Find the sugar in your labels

Sugar tastes good, so it is added to almost every prepared food we eat. The result? Health professionals raising concerns that eating high amounts of simple sugar causes high blood sugar levels and weight gain, which are risk factors for diabetes.

### Identifying Sugar

There are many ways sugar can be written on food labels: glucose-fructose, dextrose, evaporated cane juice, corn sweetener, date sugar, fruit juice concentrates, malt, maltose galactose, sweetened carob powder, treacle, and rice syrup.

### High Fructose Corn Syrup

High fructose corn syrup is created by chemically changing it to have more fructose, causing it to be sweeter. Sometimes deceptively called “*glucose-fructose*” on food labels, it’s most commonly found in soda pop, fruit drinks, canned fruits, dairy desserts, flavoured yogurts, cereals, baked goods, and jellies. Eating foods that contain high fructose corn syrup may cause digestive discomfort, and studies show it may also negatively affect brain cells.

### Sweeteners & Other Tricky Foods

Artificial sweeteners are commonly used in processed foods to increase sweetness while keeping calories low. Aspartame, sucralose, and saccharin are examples of artificial sweeteners. Artificial sweeteners are thought by the general public as a good choice for weight loss. However, in recent studies both saccharin and aspartame induced greater weight gain than sucrose.

### Natural Sugar Alternatives

- **Agave nectar:** About 1.5x sweeter than sugar due to its high concentration of fructose, agave nectar causes less of a blood sugar spike (lower glycemic number) than sugar.
- **Palm sugar:** Similar to brown sugar, reports suggest that it has a lower glycemic index than sugar.
- **Turbinado:** Also known as cane sugar or raw sugar, turbinado sugar is a less processed, higher moisture product with a few less calories than sugar.
- **Stevia:** Stevia is 300x sweeter than sugar and does not have any calories, and thus no glycemic effect making it suitable for diabetics.
- **Xylitol:** Xylitol is a common ingredient in chewing gum and has the ability to prevent bacteria growth and thus prevent development of dental cavities.

For more information on identifying sugars please visit [healthfirst.ca](http://healthfirst.ca)



ON SALE  
**24<sup>99</sup>**

kit

### Simple program

**Renew Life Rapid Cleanse** is a 7 day program that uses herbs to cleanse the entire body, and fibre to help eliminate released toxins. Perfect for those who want a shorter, effective cleanse.



### Healthy glucose levels

**Health First® GTF Chroma-Cinn** provides support for healthy glucose metabolism. Helps the body to metabolize carbohydrates and fats.

ON SALE  
**7<sup>99</sup>**

90 veg caps



### Energy boosting B12

**Health First® B12 Supreme** helps to prevent vitamin B12 deficiency and supports the formation of red blood cells. An ideal supplement for vegetarians and vegans.

ON SALE  
**8<sup>99</sup>**

60 lozenges



NEW

### Fermented for superior digestion

**Genuine Health Fermented Vegan Proteins+** provides advanced digestive support. Contains 20 g of fully fermented vegan protein. Available in vanilla and unflavoured.

ON SALE  
**39<sup>99</sup>**

600 g



### Nutrients for your eyes

**Health First® Vision Supreme** is a blend of antioxidants for the maintenance of eye health. Helps delay age-related macular degeneration, maintains eyesight and night vision.

ON SALE  
**39<sup>99</sup>**

100 tablets



NEW

### Plant sourced calcium

**Health First® Cal-Mag Supreme + K2** features Aquamin™ plant source calcium from the Icelandic red algae that helps to remineralize bone cells. Added vitamin K2 aids in absorption.

ON SALE  
**19<sup>99</sup>**

450 ml



GREAT VALUE

### Tired due to low iron?

**Salus Floradix® Formula** is a liquid iron supplement that is specially formulated for easy absorption and assimilation. Helps normalize low iron levels to boost energy, vitality and optimal health.

ON SALE  
**44<sup>99</sup>**

500 + 250 ml

BONUS



### Promotes healthy blood sugar levels

**PGX® Daily Ultra Matrix Softgels** helps lower the glycemic index & reduces appetite by promoting a feeling of fullness. Also helps reduce elevated total and LDL cholesterol levels.

ON SALE  
**49<sup>99</sup>**

240 softgels



### Premium coconut oil

**Nature's Way® Liquid Coconut Oil** is great for cooking, maintains the full aroma and taste of fresh coconuts and contains up to 93% MCTs.

ON SALE  
**22<sup>99</sup>**

600 ml



### Put the micro back in your mini

**Waist Away® Garcinia Cambogia** can aid with a weight management routine by helping the body to metabolize carbohydrates and fats.

ON SALE  
**19<sup>99</sup>**

90 capsules



### Balance, invigorate and energize

**Vega™ Maca** is certified organic, traditionally grown and sustainably harvested in partnership with Peruvian farmers. Promotes vitality, good health and overall well-being.

ON SALE  
**19<sup>99</sup>**

60 vegicaps



30 FREE TABLETS

### Citrus free

**SISU Ester-C® 1000** is vitamin C buffered with calcium plus quercetin. Helps in the development and maintenance of bones, cartilage, teeth and gums. An antioxidant for the maintenance of good health.

ON SALE  
**26<sup>99</sup>**

150 tablets

BONUS



NEW

### Shake simplicity

**Vega™ Protein & Greens** has 20 g of complete vegan protein and two full servings of veggies. No added sugar, low in calories, gluten and dairy free.

ON SALE  
**33<sup>99</sup>**

586 - 618 g

GLUTEN FREE



### Certified for sport™

**Platinum™ Activ-X™** is designed to increase energy, help you train harder and recover faster. Featuring essential vitamins, minerals, antioxidants, omega oils and adaptogens.

Available in men's and women's formula.

ON SALE  
**36<sup>99</sup>**

60 softgels



### Defend yourself

**Health First® Cold-Defense** uses powerful herbs to prevent and relieve cold and flu symptoms. Formulated by health professionals and tested for results in a clinical setting.

ON SALE  
**16<sup>99</sup>**

60 veg caps

NOT ALL PRODUCTS SHOWN ARE AVAILABLE AT ALL HEALTH FIRST NETWORK® STORES.

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	Open	Close
Monday	9:00	6:00
Tuesday	9:00	6:00
Wednesday	9:00	6:00
Thursday	9:00	8:00
Friday	9:00	8:00
Saturday	9:00	5:00
Sunday	12:00	5:00

For a full list of Health First Members, to learn more about Health First and our products visit [www.healthfirst.ca](http://www.healthfirst.ca).

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