

# Brighten your health

Supporting your immune system with supplements is always right



**ONLY 19<sup>97</sup>**

**All-in-One IMMUNITY Startup Kit**

with four key supplements

**ONE-MONTH SUPPLY**

*for family and friends – everyone can benefit!*

**SALE UP TO 50% OFF**

FLYER SALE ENDS JANUARY 29, 2021. Products available at your natural supplement stores.



Clear lungs naturally  
Fast-acting  
respiratory relief

**13<sup>47</sup>**

45 tablets

**25<sup>47</sup>**

90 tablets

# Common sense is the best defence

**The past few months have been filled with rising anxiety among the general public, and fear of the unknown has propelled paranoia. And while there are legitimate concerns, common sense may prove to be the best defence.**



From childhood, our parents have deeply rooted the importance of good hygiene – washing our hands and keeping them away from our face, as well as eating a balanced, nutrient-dense diet. And recently, we have been reminded of the value that these practices hold in safeguarding our health. We also know that our immune system has a multi-level defence network against potentially harmful bacteria, viruses, and other organisms. A healthy lifestyle – sleeping well, regular exercise, reducing stress, not smoking – helps our immune system be in the best shape possible.

And growing scientific evidence suggests that some vitamins and supplements may reduce the likelihood of a respiratory virus infection or reduce the amount of time a person is sick with a virus – especially if a person is deficient in some way.

We are familiar with the pillars of immune protection: vitamin C, vitamin D, and zinc – supplements that fortify our bodies' natural resilience. Exciting new research confirms that the bioflavonoid quercetin further enhances immune support by working synergistically with vitamin C to improve antioxidant potential and effectiveness,

but more importantly, quercetin can reduce oxidative damage to keep blood vessels healthy. And emerging studies on vitamin K2 and palmitoylethanolamide (PEA) have successfully tested and confirmed their role in reducing inflammation and improving cardiovascular health. Consider a holistic approach to health and wellness. Similar to the earth, our bodies are an ecosystem. Each component – hygiene, nutrition, cardiovascular, and mental health – plays a vital role in maintaining a healthy immune system.



# A healthy OUTSIDE starts from the INSIDE



## High-absorption liposomal vitamin C BioCgel

Non-acidic, buffered calcium ascorbate vitamin C

**21<sup>97</sup>**

180 softgels

**Quercetin** is used as a blood vessel protectant and supports both immune and cardiovascular health. It can be taken on its own or in combination with vitamin C, which also offers natural protection for healthy respiratory immunity.

**18<sup>47</sup>**  
60 easy swallow capsules

**21<sup>47</sup>**  
60 tablets

**28<sup>47</sup>**  
90 tablets

**12<sup>97</sup>**  
60 vcaps

**15<sup>47</sup>**  
90 vcaps



## Highest quality Vitamin C Crystals

Dissolves quickly

Add to any liquid to boost your vitamin C intake

*Great Value!*

**36<sup>97</sup>**

1 kg  
1,000 servings

**19<sup>97</sup>**

500 g  
500 servings

**11<sup>97</sup>**

250 g  
250 servings

**6<sup>97</sup>**

125 g  
125 servings

**1 g serving size = 1000 mg of vitamin C**

**Recommended dose 1000 – 2000 mg per day**

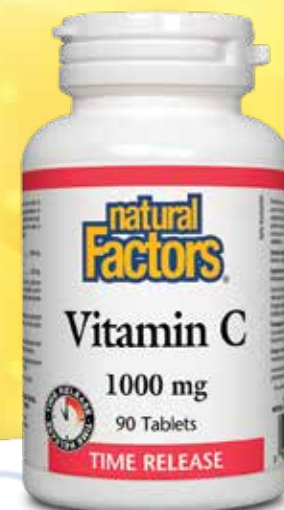


**10<sup>97</sup>**

90 tablets

**19<sup>97</sup>**

180 tablets





# Incredible way to attack the flu and cold!

**ECHINAMIDE®** stimulates the immune system to identify viruses sooner, contain them quicker, and eliminate them faster. The result is **reduced symptoms and a quick recovery from viral infections!**



**10<sup>97</sup>**  
50 mL

**19<sup>97</sup>**  
100 mL

**18<sup>97</sup>**  
60 softgels

**34<sup>97</sup>**  
120 softgels



**16<sup>47</sup>**  
90 softgels

**12<sup>47</sup>**  
50 mL

**22<sup>47</sup>**  
100 mL

## Instant, soothing relief Instant Soothing Hot Tea Concentrate

Just add one or two teaspoons of Hot Tea Concentrate to hot water and feel good instantly

**15<sup>97</sup>**  
150 mL




**11<sup>47</sup>**  
120 delayed-release capsules

Features reishi mushroom and odour-controlled super-strength garlic to support the immune system

**16<sup>97</sup>**  
60 enteric-coated tablets

## Respiratory relief

Reduces cold symptoms by clearing congestion



**13<sup>47</sup>**  
60 softgels

**22<sup>97</sup>**  
120 softgels

## Sambucus or black elderberry offers fast-acting support for immune and respiratory health

Relieves symptoms of colds and flu such as cough, sore throat, and catarrh of the upper respiratory tract infections





# 70% of your immune system is found in your gut!

## Digestion and its deep connection to our immune system

As Hippocrates rightly said, “All disease begins in the gut.” Your gut is very closely linked to your immune system. In fact, 70% of your immune system is found inside your digestive tract. From your body’s microbiota to the food you eat, everything related to your gut directly impacts your immunity.

## What is the immune system?

The immune system is an intricate system consisting of disease-fighting cells, hormones, bacteria, and organs working together to detect and eliminate harmful microbes. The science of nutrition and immunity, however, is far less certain than you might expect. But what we do know is that the immune system is dependent on adequate nourishment to thrive.

## You are what you eat – rather what you digest!

The phrase “You are what you eat!” is halfway accurate. The end truth is you are what you digest. Some of the most common causes of digestive discomfort include poor diet, late meals, rushed eating, food allergies, and most of all, stress. Simply taking the time to slow down and eat healthy foods in a mindful way can greatly improve digestive health and relieve tension. Another effective way to improve digestion is to take enzyme supplements with your meals. Unfortunately, when food is cooked or pasteurized — enzymes are destroyed by the heat. Without the necessary dietary enzymes coming in, your body must work twice as hard to produce the enzymes on its own. This consumes energy, which means you have less to go toward other bodily functions, like your immune system. In fact, some enzymes can work in tandem with the immune system

to defend against invaders, as well as support respiratory health. They also help keep a more hospitable environment in the intestines and digestive system, which is where 70% of the immune system resides.

## Digestive enzymes aren’t just beneficial – they’re essential!

Enzymes are the super-efficient worker bees of your digestive system. Their job is to facilitate the breakdown of foods, so that your body can send its nutrients off to cells to be converted into usable energy. Different enzymes work on different types of foods. Protease breaks down proteins, lipase breaks down fats, cellulase breaks down fibres, and amylase breaks down starches.

**19<sup>97</sup>**

90 vcaps



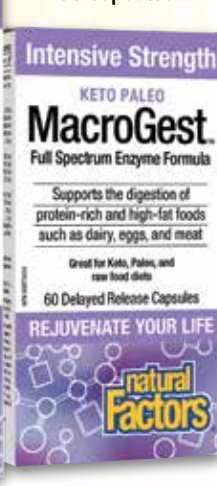
**20<sup>97</sup>**

45 vcaps



**19<sup>97</sup>**

60 capsules



**36<sup>97</sup>**

60 vcaps



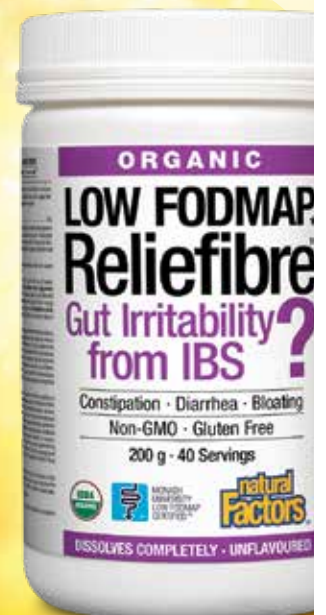
## Reliefibre

Low FODMAP  
Certified™ by  
Monash University

100% organic  
Non-GMO  
Gluten free

**34<sup>97</sup>**

powder  
200 g Unflavoured  
268 g Tropical





# YOU'LL FEEL SO ENERGIZED

## WITH THESE PURE FOOD SUPPLEMENTS

### Feel the difference with Whole Earth & Sea multis

Four formulas specially designed to meet the needs of both younger and more mature men and women. Made with farm-fresh, organic, and sustainably grown non-GMO ingredients.

### #1 Wholefood Multi tablets



**33<sup>97</sup>**  
60 tablets

**63<sup>97</sup>**  
120 tablets

### #1 Wholefood Multi in vegan capsules

with organic wholefoods and a full spectrum of nutrients!

VitaDay has innovated the multivitamin to a whole new realm

Non-GMO, organic wholefood greens  
Enzymes and antioxidants from  
reishi mushroom, turmeric, grapeseed,  
and blueberries

**19<sup>97</sup>**  
60 vcaps





# How does Quercetin stand alone to protect you?

## Boosting immune system and reducing inflammation

The unique antioxidant effect of quercetin supports healthy blood vessels by reducing the impact of oxidative damage to blood vessel walls. Such protection even extends to the capillaries, which supply nutrients and oxygen to every cell in the body.

## Breakthrough in absorption technology

Until now, one of the biggest challenges with quercetin has been its lack of water solubility. We have overcome this challenge via our latest technology: a unique liquid micelle matrix. This **groundbreaking process solubilizes quercetin into liquid**, allowing it to be **absorbed up to 10x better** than regular quercetin.

***Incredibly effective!***

## Quercetin LipoMicel Matrix

Boosts your immune system and reduces inflammation

**18<sup>97</sup>**

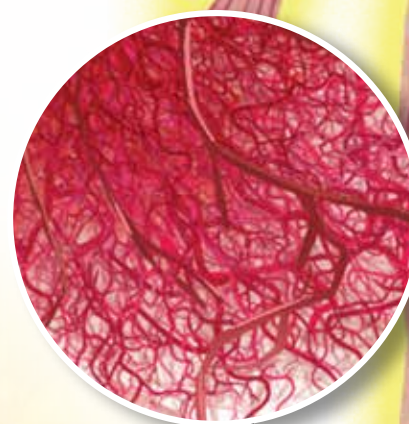
30 liquid softgels

**34<sup>97</sup>**

60 liquid softgels

**59<sup>97</sup>**

120 liquid softgels



The system of blood vessels in the human body measures over 96,000 km! They are responsible for delivering oxygen and nutrients to every cell and can be found in every square inch of the body.





# The Immune Connection – Vitamins D and K

The evidence for **Vitamin D** is overwhelming. Several studies published in the last few months have found a connection between getting enough vitamin D and experiencing less severe outcomes of virus infection.

Vitamin D is often referred to as the “sunshine vitamin” because the body creates the vitamin from direct sunlight on the skin when outdoors. However, during the winter months – especially in Canada, people are unable to get sufficient levels of vitamin D from sunlight and they typically don’t eat enough vitamin D-rich foods. Vitamin D can strengthen your immune system by helping to identify pathogens in the body and block the viruses from reaching the cells.

Bottom line – less sun means that we should be taking more vitamin D supplements!

**Vitamin K2** is another nutrient that shows positive immune support. Many viruses cause blood clotting, which leads to the degradation of elastic fibres in the lungs. Vitamin K is key to the production of proteins that regulate clotting and can protect our lungs.

**Vitamin K+D** provides two major fat-soluble vitamins for bone and vascular health; bioactive and highly bioavailable D3; and MK-7 from natto bean. Both vitamins act on calcium and guide the mineral towards where it is needed throughout the body.

**High-absorption liquid vitamin D softgels!**

**13<sup>97</sup>**

500 softgels

**11<sup>97</sup>**

360 softgels

**6<sup>97</sup>**

180 softgels

**36<sup>97</sup>**

360 softgels



**8<sup>97</sup>**

60 vcaps

**18<sup>97</sup>**

180 vcaps

**10<sup>47</sup>**

90 softgels

Features critical immune-enhancing co-factors – vitamin A, vitamin D, zinc, magnesium, and omega-3



**12<sup>97</sup>**

15 mL



**All Vitamin D3 up to 50% OFF**



# Move your body everyday!

Since early 2020, people are spending more time at home. Recent evidence suggests that physical activity levels have decreased by about 30% and sitting time has increased by about 30%. This is a major concern as physical inactivity and sedentary behaviour are risk factors for many health concerns such as cardiovascular disease, obesity, diabetes, and joint disease. Exercise truly is medicine, so get out and get moving! And to support your joints, we offer many fast-acting options to help fight inflammation, strengthen joint cartilage, and keep joints healthy and flexible.

With InflammRelief™  
to target pain-causing  
inflammation



JUMBO SIZE –  
240 capsules!

**32<sup>97</sup>**

240 capsules



JUMBO SIZE –  
500 capsules!

**23<sup>97</sup>**

500 capsules



**25<sup>97</sup>**

240 capsules

**32<sup>97</sup>**

120 tablets

**54<sup>97</sup>**

240 tablets



## Total Body Collagen

Collagen is found pretty much everywhere in the body – teeth, eyes, digestive tract, and blood vessels. It plays a vital role in ensuring the integrity, elasticity, and strength of our skin, cartilage, muscles, bones, and joints. But, did you know that collagen surrounds every blood vessel and serves to protect the vessel from damage? Once your blood vessels start to lose their protective collagen, tiny lesions or ruptures can occur on the artery. When your arteries develop these tiny lesions or ruptures, your body recognizes that this is a serious health problem and it immediately goes to work on repairing the damage.

**49<sup>97</sup>**

180 tablets



**49<sup>97</sup>**

500 g powder



**34<sup>97</sup>**

240 g powder





# WINTER SURPRISE

your children will love it!

**Chewable Multi-vitamin  
& Minerals and Vitamin D3**  
along with some other fun surprises

**ONLY 14<sup>97</sup>**



## Big Friends Supplements

are hypoallergenic, containing no animal products, artificial colours, preservatives, dairy, starch, wheat, or yeast – just a complete range of high-quality vitamins and minerals.

**Sunshine Vitamin  
for your children**

**11<sup>97</sup>**  
60 gummies

**9<sup>97</sup>**  
250 chewable  
tablets

**7<sup>97</sup>**  
15 mL





# Women's Voice® magazine is all about you!

## Get a FREE copy

only available at Natural Food and Supplement stores.

Visit our website to find the closest store to pick up the January issue for FREE.

Women's Voice magazine serves a global community of like-minded women of all ages, shapes, sizes, and backgrounds who care deeply about each other, natural health, their children, and the delicate ecosystem of our planet. Our magazine editorial board consists of highly skilled health professionals who bring genuine thought leadership and research-rich natural wellness solutions to women and their families to live a healthy rewarding life.

[WOMENVOICE.COM](http://WOMENVOICE.COM)

### Articles featured in this issue



## What might be the single-most important aspect of your health you've never heard of?

Ever think about your mitochondria? Probably not. But we should. Without healthy mitochondria all sorts of things go awry. In fact, poor mitochondrial function is the foundation of all chronic health issues – fibromyalgia, chronic fatigue syndrome, heart and lung disease, and neurodegenerative diseases like Alzheimer's and Parkinson's – to name a few. But if you've ever experienced chronic **brain fog, fatigue, pain, anxiety, depression, high-cortisol levels due to stress, or an inability to lose weight**, then you might be experiencing mitochondrial dysfunction.

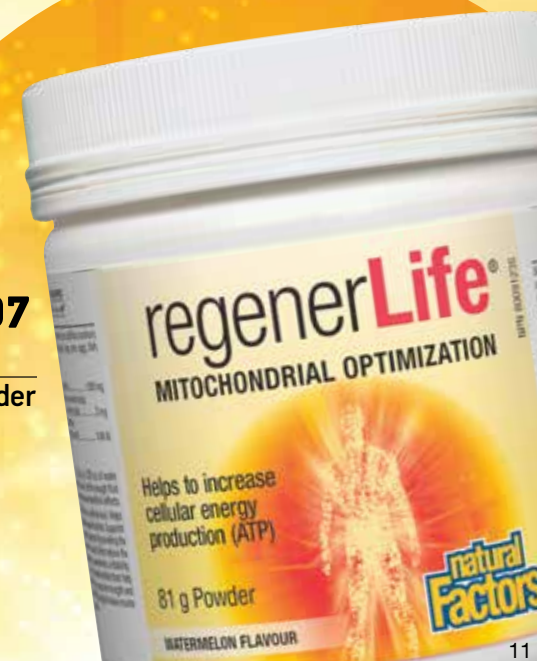
But first – what are mitochondria? Mitochondria are membrane-bound organelles present in almost all our cells. Referred to as “the powerhouse” of our cells

because they play a large role in providing us with most of the energy we need to go about our daily lives. Just like a powerhouse generates electricity, our mitochondria generate ATP.

### Mitochondria-boosting supplements

When diet alone does not provide all of the nutrients we need, we turn to supplements to fill in the gaps. Experts recommend nutrients such as CoQ10, acetyl-L-carnitine, glutathione, and superoxide dismutase as they show great promise in supporting healthy mitochondrial function.

**49<sup>97</sup>**  
81 g powder





# Super hot deals!

## up to 50% OFF



**Potent  
one-per-day  
omega-3  
with 1000 IU  
vitamin D3**

**32<sup>97</sup>**  
150 softgels

Fall asleep and stay asleep  
**TWO for ONE**

**26<sup>97</sup>**

90 + 90  
sublingual tabs  
10 mg

**26<sup>97</sup>**

180 + 180  
sublingual tabs  
5 mg



**The highest  
potency  
multivitamin  
and mineral  
supplement**  
Vegetarian formula

**18<sup>97</sup>**

90 tablets

**35<sup>47</sup>**

180 tablets



**The best active  
CoQ10 on the  
market!**  
Powerful supplement  
for cardiovascular  
health

**36<sup>47</sup>**

60 softgels  
100 mg

**67<sup>47</sup>**

60 softgels  
200 mg



**Amazing  
liver  
support**

**20<sup>97</sup>**

120 capsules



**Take control  
of your IBS!**

100% organic,  
non-GMO, gluten free  
Tasteless, colourless,  
and odourless

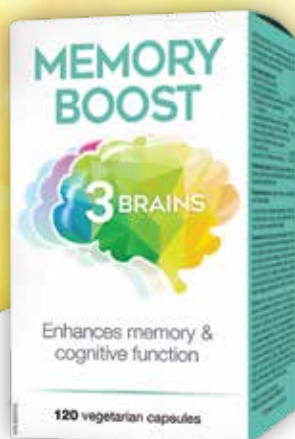
**26<sup>47</sup>**

150 g powder

**Enhances  
memory and  
cognitive  
function**

**25<sup>47</sup>**

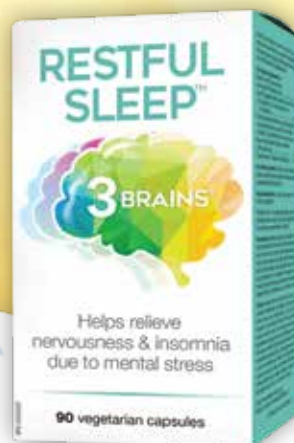
120 vcaps



**Relieves  
nervousness and  
insomnia due  
to mental stress**

**18<sup>97</sup>**

90 vcaps



**Best  
magnesium  
for mood and  
sleep support**

**15<sup>97</sup>**

120 vcaps

