Three decades ago, your wallet wasn't filled with shoppers club cards. Your key chain did not have little plastic, UPC-coded tags that could be scanned to tell stores who you were and what you liked to buy. Three decades ago, you certainly couldn't type Coenzyme Q-10 onto a computer monitor window called Google Search and have 1,950,000 web sites to visit and/or purchase the product.

Yes, the times have surely changed.

This summer, Freshlife will enter its 30th year. Looking back over those 3 decades, I am most grateful for the things that have remained the same. The pursuit of knowledge.

The field of nutritional science has evolved with warp speed over the past 30 years. With the emerging science has come a deeper understanding of the roles of the countless vitamins, minerals, enzymes, amino acids, hormones, and phytochemicals that cross your 100 trillion cell membranes moment-by-moment to effect change. Keeping up with this constantly

(Continued on page 8)
By mid-April it never fails to hit me—I get the urge to plant things. I know it’s way too early, so I end up taking out my enthusiasm on my indoor potted plants.

For the past several years, though, my passion for getting dirt under my nails hasn’t gone any further than some over-thought pots on the back porch. I’ve been waiting for my husband to paint the house and for a new roof. In the past year, I’ve gotten both. Now I can safely plant away without fear of trampled posies, crushed herbs and heated arguments.

Like most hobbies, gardening means different things to different people. To a person like me, who spends long hours at the computer nearly every day of the week, simply getting outside and connecting with the earth is restorative at a primal level. It seems I wait out the long, gray Pennsylvania winters for nothing more than the health-giving rays of the summer sun and the smell of rosemary and lavender crushed between my fingers.

Others like to putter outside all day, pruning, nipping, weeding, digging and smelling the ripe, fresh soil.

Whether your gardening is a habit, a need or a hobby, now is your time to get out there and make something with the earth, and Freshlife is still the place to get the nicest, best-priced plants in town. Stop by and check out our herbs, perennials, hanging baskets, annuals and veggies. Bill Weller of Schoolhouse Gardens supplies our gorgeous, healthy selection of plants throughout the spring, and his selection never fails to boggle the ready gardener’s mind.

Come to Freshlife with hands ready to get a little (or more than a little) dirty. Come ready to add something to your yard. Come ready to reconnect with the earth, with the soil, with the essence of life on this precious planet.

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Freshlife grab ‘n go deli

A fresh assortment of the healthiest, tastiest on-the-go foods you’ll find anywhere in town is available at the Freshlife grab ‘n go deli. From pita sandwiches to truly organic greens salads with homemade dressings to hearty entrees, the Freshlife grab ‘n go deli earns its reputation of fast food with integrity every day. Never tried anything from the deli before? Now’s your chance! Check out what’s available for soups, specialty salads and entrees this month, then come in and taste that fast food with integrity for yourself. We promise, you won’t regret it!

**Week of May 3**
- Maple Balsamic Lentil Salad
- Ginger Marinated Wild Alaskan Salmon Filet

**Week of May 10**
- 2-Grain and Flax Salad
- Turkey Pot Pie

**Week of May 17**
- Classic Cole Slaw
- BBQ Chicken

**Week of May 24**
- Green Pea and Almond Salad
- Grilled Vegetable Salad with Homemade Cornbread
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Kate A. Griffith is Freshlife's Director of Education and Marketing. Kate is an author, graphic designer, editor-in-chief of Options and the mother of four children. Contact Kate at 570-322-8280 or kate@freshlife.com.

Erin Roush is a Freshlife's Director of Wellness Services and the mother of three children. Erin is currently studying for her degree in Natural Health from Clayton College. Contact Erin at 570-322-8280 or erin@freshlife.com for individual nutritional consultations.

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Options Page 3 May 2010
GASLAND
What have we gotten ourselves into?
by Barb Jarmoska
Freshlife Founder

When filmmaker Josh Fox was approached by a natural gas company about leasing his land in the Pocono Mountains of PA, he set off on a 24-state journey to explore the truth about the natural gas drilling boom in the United States. What he uncovers is shocking—water that can be lit on fire from a kitchen faucet, residents of drilling areas from disparate locations with the same mysterious, chronic illnesses, huge pools of toxic waste that kill cattle and vegetation, well blowouts and gas explosions covered up by state and federal regulatory agencies. These are just a few of the many astounding and unsettling revelations Fox discovers in his homeland, a country he describes in the movie he calls GASLAND.

Part travelogue, part expose, part mystery, part bluegrass banjo meltdown, part showdown, Josh Fox’s groundbreaking documentary GASLAND reveals a nationwide trail of secrets, lies and contamination. Fox encounters EPA whistleblowers, congressmen, world-recognized scientists, and inspiring, ordinary Americans fighting for environmental justice against fossil fuel giants.

Narrating a first-person account, Fox relates how a natural gas company made him a lease offer of $100,000 to...
explore for gas on his land, which includes the house his parents built in Pennsylvania’s Delaware River Basin abutting upstate New York.

Fox begins to do his own research on drilling, and learns that drillers have targeted his beloved Delaware River watershed as part of the massive Marcellus Shale field. He goes on the road to track down residents living near drilling sites. His seat-of-the-pants investigating yields astonishing and disturbing findings as Fox ventures west to Colorado, Wyoming and Texas, states riddled with natural gas drill sites. He documents one horror story after another, many having to do with the process used to extract natural gas from the shale beds thousands of feet below the surface. This Halliburton-developed drilling technology, called hydraulic fracturing or fracking, has made it possible to unlock a “Saudi Arabia of natural gas” in many areas of the United States—but at a high price to human and environmental health. When a well is fracked, a cornucopia of toxic chemicals is blended with sand and millions of gallons of water. This process was made legal in 2005 when Congress passed the Energy Policy Act, crafted by former vice president (and ex-Halliburton exec) Dick Cheney. Based on what is now nicknamed the “Halliburton loophole,” gas companies are exempted from long-held environmental regulations in the federal Clean Air and Clean Water acts. Legally flying under the regulatory radar, natural gas companies have drilled like wildcatters in 34 states where huge shale fields contain gas deposits. In GASLAND, Fox illustrates how the continent-wide explosion of hydraulic fracturing threatens watersheds and river basins, the source of our nation’s drinking water.

GASLAND also reveals that air pollution is an enormous concern, as infrared-camera footage records drilling rigs venting highly toxic gases, crushing the myth that natural gas is “clean fuel” and a greenhouse solution.

For all of its engaging information, the film itself is a piece of beautiful cinema. Rough-hewn and poetic, often musical in its rhythms and far from the professional documentary that is the stock-and-trade of the Sundance Film Festival, where GASLAND scored the award for top documentary. The marriage of sound and image veers between nightmarish moods and lyrical reveries, leaving the viewer with a new perspective on the industry that has been credited by some as the solution to America’s energy crisis and savior of our failing economy.

Josh Fox will be at the Community Arts Center in Williamsport when his film plays there at 7:30 p.m. on Tuesday, May 11. Admission is free and the film is sponsored by the Responsible Drilling Alliance, a grassroots environmental organization based in Williamsport. Mark your calendar and expect a big dose of reality as you watch GASLAND.
Is cheese OK?

A wife, EIGHT children, a big herd of cows, 120 acres of land, and legal documents certifying the farm as “organic” and the cheese made from the milk is legal for sale in its natural, raw state. Meet Mark Stoltzfus, farmer, cheese-maker, and the newest in Freshlife’s growing line-up of chemical-free, local, sustainable food growers and producers.

Come discover the deep, rich and incredible flavors of Stoltzfus family cheeses: tangy Baby Swiss, sharp, rich Cheddar, mild and mellow Colby and lively Monterey Jack. The cheese is branded Nittany Valley Organics, and is delivered to us weekly, straight from the farm in Mill Hall. You’ll find the cheese in the big cooler at the back of the store, and this month, you can taste Nittany Valley cheese on the front checkout display.

“Isn’t it amazing,” asks Mark Stoltzfus, “that a black cow can eat green grass and give white milk and yellow butter?” In addition to all that lush, green, organic grass, Stoltzfus cows are fed organic corn in the barn at milking time and a free choice of organic vitamins and minerals.

“Is cheese OK?” is a question we often hear from our nutritional consultation clients. Behind those words is a plea, “Don’t tell me I have to give up eating cheese!” First of all, the Wellness Coaches never tell you that you HAVE to do anything. That’s not our M.O., nor will it ever be. That said, we frequently see cheese named at the top of our health intake form’s Favorite Foods list, pointing to its importance in many people’s diets.

My response to the “Is cheese OK?” question is, “Depends on the cows and the milk.” Processed cheese, and any cheese made from milk laced with antibiotics and hormones and/or protein solids from China is not OK—at least not in my book. Cheese made from the milk of cows that live in a confined space with no access to fresh air and sunshine, receiving injections of rBGH hormone and eating a mixture of grains and drugs is not OK with me either. With cheese, as with all the food I eat, I want to know more. Whenever possible, I want the story behind the food, for I am swallowing that story and all that it conveys.

Nittany Valley Organic cheeses have a good story to tell. The picture on the cheese label, unlike the photos on commercial dairy products, is an actual photo of cows grazing the pastures on the Stoltzfus farm. Rich in minerals, abundant in protein, low in carbohydrates, containing a vast enzyme system undisturbed by processing, and something else—something harder to measure, harder to describe—harder, perhaps, to convince you of. There is an imprint of the life of the animals and the people and the earth that intertwined to become the energy and signature of the cheese. With this food, as with everything we put in our bodies, that energy signature is there, whether you realize it or not. And, YES! this cheese is truly OK.
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emerging and ever-expanding body of knowledge has been both my greatest challenge and my greatest joy.

The quest for truth. “If a thousand old beliefs were ruined in our march to truth we must still march on,” wrote Stopford Brooke. Freshlife’s 30-year pursuit of truth has been a marvelous journey, providing spectacular scenery and great delight. The road has also been fraught with potholes and detours. The quest continues today as I explore and write about health care, agriculture, and energy production in America. There is a perspective on each of these topics that is not readily available in the mainstream media. It has been my duty and honor to share what I have discovered in this quest. With each passing year, the words of Leo Tolstoy seem to ring more true, “All great truths begin as blasphemies.”

The personal connection. Thirty years ago, the marketing moguls didn’t use the phrase personalized service nearly as much as they do today. The reason the corporations need to claim that behavior has more to do with its absence than its availability. At Freshlife, our existence depends on connection, concern, and care. It always has. It always will. Only with personal connection can we hope to fulfill our mission of equipping you to create health. Above everything, YOU matter to us: Your needs, your concerns, your health, your sorrows, your joys, your desires, your dreams. “To touch the soul of another is to walk on holy ground,” writes Stephen Covey. This work continues to strike a chord of awe in me, and in my staff of wellness coaches.

The milestone. Thirty years ago, I realized there should be a way to help offset some of the cost of staying well through personal choices not covered by insurance or provided in the doctor’s office. Thus was born the “Vitamin Discount Club.” The little punch card that Freshlife customers carry in their wallets pre-existed today’s collection of plastic shoppers’ cards, and hasn’t changed in 30 years.

This month, it is my great pleasure to reach an amazing hallmark in Freshlife’s history. This month, we will have given away ONE MILLION DOLLARS worth of free vitamins to loyal Freshlife customers.

The number is mind boggling to me. I find a need to say it out loud so it sinks in. “Freshlife has given away a million dollars worth of free vitamins.” The number makes me smile. A million dollars translates to hundreds of knowledgeable, truthful and personal outcomes. Simply put, the number represents a lot of healthier folks.

For three decades, it’s been a very good journey. Thanks for listening to the truths we have shared. Thanks for believing in us. Thanks for connecting. Thanks for allowing us to offer you the best of who we are and what we do. It has been holy ground, indeed.
The gluten-free grain of many colors

by Barb Jarmoska
Freshlife Founder

It’s not spelled the way it sounds and it’s not what it appears to be. Quinoa is pronounced keen-wah, and although thought of as a grain, it is actually a fruit. This superfood was a favorite of many who have gone before us: the Aztecs, Incas and Mayans. These cultures considered quinoa sacred and held it in such high regard that they referred to it as chisaya mama, the mother of all grains. The title was granted because of quinoa’s ability to impart health and strength to those who ate it.

The ancients didn’t need a scientific nutritional profile to see the results of the grain that provides all eight essential amino acids. Quinoa is especially rich in lysine, the amino acid necessary for tissue growth and repair, and features a host of other health-building nutrients including manganese, magnesium, iron, copper, and phosphorus. Completely gluten free, quinoa is perfect for anyone allergic to wheat or avoiding all gluten-containing grains.

When it comes to quinoa, you won’t be alone if it’s “love at first bite.” In addition to its power-packed nutritional status, quinoa only takes about 10 minutes to cook. It’s the ideal choice when you need a quick and easy side dish or pilaf for leftovers. Quinoa’s texture and flavor are a treat – fluffy, creamy, and a bit crunchy with a nutty, earthy flavor.

Quinoa can be boiled as a pilaf, chilled as a salad, added to soups, simmered as breakfast porridge, layered in a casserole, or made into patties. Quinoa serves equally well as an entrée, hot side dish, salad, or dessert. There’s even a choice of colors. There are over 120 varieties of quinoa, with colors ranging from ivory to pink to red to brown to black. Freshlife offers quinoa in ivory, red, and black. Try all three, and choose a color to compliment your recipe. Generally, the darker colors have a richer, earthier and sweeter taste and slightly crunchier texture than the ivory-colored grain. You’ll also find sprouted quinoa on the Freshlife shelves. Sprouting grains, seeds, and beans is the hallmark of the Essential Eating lifestyle, and a great choice for anyone who likes her grains to be easily digestible and converted into a vegetable through the sprouting process. Ivory-colored quinoa is also available as gluten-free pasta, rolled (like oatmeal) into flakes, and ground into flour.

When preparing whole quinoa, rinse it well before cooking to remove any lingering saponins. This soapy coating, which protects growing seeds from birds and the intense rays of the high-altitude sun, can make the quinoa taste bitter. Place the grain in a fine-mesh strainer and rinse well with cold water. Add one part quinoa to two parts liquid in a saucepan, bring to a boil, reduce to simmer and cover. In a mere 10-15 minutes, the seeds will be plump, fluffy and ready to eat. Resist the urge to stir during the cooking process for a better end result. Substitute quinoa in any recipe calling for cooked rice, bulgur wheat, or couscous.

During the month of May, FreshMail readers will receive a new quinoa recipe each week. To become a subscriber, visit www.freshlife.com.

Cashew-Quinoa Loaf

4 cups cooked red quinoa (follow cooking instructions on package)
4 scallions, finely chopped
1/3 cup cashew butter
1/3 cup chopped raw cashew pieces
3 TBL barley miso
1 TBL dried thyme
1 TBL dried oregano
3 large egg whites

In a large bowl, mix quinoa, scallions, cashews, and herbs, blending well. In a separate bowl, beat egg whites, miso and cashew butter. Add wet ingredients to dry, kneading to mix well. Turn into a greased loaf pan.

Cover with baking paper (or very loosely with foil). Bake at 350 for 35-45 minutes or until firm.
Serve with a green vegetable or salad.
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Modern Day Water Woes – Back to Nature Solution
Unfortunately few, if any, sources of true, organically complete water exist due to global contamination of ground water. Municipal water treatment, water filters, distilled water and bottled water - while arguably clean, do nothing to restore water’s full organic potential. Santevia is the first to re-create Pure EARTH Water.

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The sun is shining bright and warm. The birds are singing, the bumblebees are buzzing and your inner child longs for outside play. The season of longer days has come again, and we spend much more time in nature. Even as we delight in feeling the warm spring air kiss our faces, we need to remember that more time outside requires a safe sunscreen, a safe bug and tick repellant, and a watchful eye for that villain in the grass—poison ivy. If you have ever suffered with the rash of poison ivy, you know it is no picnic!

What does poison ivy look like? In springtime, this noxious vine starts out with shiny, deep red (nature’s warning flag) foliage. As the season progresses and the plants grow, the leaves turn green. Some of the tri-leaved bracts are notched and some are not. As the vine continues to grow through the season, new growth remains quite shiny and still somewhat reddish; older leaves are duller in appearance.

Who gets poison ivy and how? It is estimated that 65 percent of Americans are sensitive to this plant, and about two million people each year have a reaction from contact with it. The irritating substance in poison ivy is known as urushiol and it is present in the oily sap of the leaves, flowers, fruit, stem, bark and roots of the plant. Urushiol is one of the most potent toxins on earth; less than 1 ounce would be enough to affect every living person! The blisters, swelling, and itching are caused by an immune system response to the poisonous sap.

Poison ivy is contracted from touching the plant or from touching anything else that has come in contact with the plant such as clothing, shoe laces, mountain bike tires, sleeping bags, and camping gear. The oil from poison ivy is extremely stable and will stay potent essentially forever. Even garden tools in the shed that came in contact with its poison last summer can make you break out in the rash. Some really sensitive folks can contract it from the air if the leaves of the plants are crushed by hiking boots, mulched by lawnmower blades, or burned and releasing smoke. Although no animal species other than humans are allergic to poison ivy’s wrath, your pets can carry the sinister oils on their fur and secretly transmit it to your skin during grooming and cuddle time. Make sure you wash exposed pets wearing rubber, not latex, gloves. The oils can penetrate through latex.

What are the symptoms of poison ivy? The first symptom of contracting poison ivy is a burning and itching sensation. Following that, a nasty, red, intensely itchy rash develops. This rash is usually accompanied by swelling, oozing and crusting blisters. In severe cases, the blisters are very large and one can experience acute inflammation and even fever. Symptoms can appear within a few hours or up to a week after exposure.

What can I do to ease the symptoms? Tops on the list of natural therapies is a homeopathic remedy known as Rhus toxicodendron. Homeopathic medicine is delivered by tiny pellets that dissolve under the tongue. Recommended strength and dose for rhus toxicodendron, is 6C, 3-5 tablets every 2-4 hours. For prevention, taking 1 dose per day at the beginning of the season can help make you less susceptible.
to contracting poison ivy or at least lessen its severity if you do come into contact with the plant. Mega doses of vitamin C (3,000 to 8,000 mg daily or to bowel tolerance) will help prevent infection and serve as a natural antihistamine to reduce swelling. Spraying the affected area with Schweitzer fluid, a solution of zinc boron and salicylic acid, will speed the healing process and help to relieve the pain and itching. Another heavy-hitter in the itch relief category is Freshlife's Oak & Ivy Spray. It contains Grindelia Flower, Jewelweed, and Witch Hazel. Grindelia Flower was used by Native Americans to treat skin afflictions of all kinds but especially for allergic reactions to poison ivy and poison oak. It was officially recognized with the introduction of the herb in the Pharmacopoeia of the United States beginning in 1882. It works by blocking the enzymes that cause inflammation and promotes tissue repair. Grindelia’s natural resins dry up a rash keeping the rash from spreading to the other parts of the body. Jewelweed counteracts the effects of the compounds in poison oak and poison ivy that cause irritation. It prevents the rash from worsening and reduces redness and swelling. The Witch Hazel brings down inflammation and swelling on irritated skin, helps cool the infected area and relieves pain. It can also be used to effectively treat bug bites, bee stings, hives and burns, which makes it an essential addition to your outdoor backpack. Zinc, 50-80 mg a day, will maximize repair of the skin tissue. Use caution not to exceed 100 mgs of zinc a day from all your supplements combined.

So cover those arms and legs, open your eyes and be aware of your surroundings, but by all means, get out there and enjoy the blessings of this beautiful spring weather. It is food for your soul.
Overweight? Overtired? Overwhelmed? Freshlife’s detox section now offers you a cleanse specifically designed to help you get over it. An astonishing 60 percent of the U.S. workforce is comprised of women, and 73 percent of them are also the mothers of children under the age of 18. No wonder millions of women every day are experiencing fatigue, irritability, bloating, weight gain, constipation, brain fog and more. Who among us has time on a daily basis to combat the buildup of harmful toxins in our bodies? Over time, unfortunately, those toxins can slow down healthy digestion and metabolism, leaving us feeling run down and unable to do the things we enjoy in addition to the endless list of things we have to do. Brenda Watson and her team at ReNew Life, the digestive care company, have created Flush and Be Fit exclusively for women facing the challenge of balancing work and home. This gentle 14-day cleanse is designed to help women restore and maintain vibrant health and energy in easy-to-take daily strip-packs that are perfect for on the go and won’t interfere with your daily routine.

A three-step cleansing program, Flush and Be Fit is intended to take even the health conscious Freshlife shopper to a new level of health. Step one: flush and detox. Step two: energize and balance. Step three: cleanse and eliminate. Step one, taken on an empty stomach with water upon waking, contains herbs known to stimulate the natural cleansing function of the liver and fuel the lymphatic system. This morning pack can also help to jumpstart weight loss by eliminating toxins in stored fat, which can contribute to excess fat around the hips, thighs and buttocks. In addition to the detoxifying herbs, the morning formula also delivers cranberry extract, hibiscus and dandelion to support urinary tract health and normal kidney function, naturally reducing fluid retention.

Taken with your lunch, the afternoon pack is designed to revitalize, balance flora, and enhance digestion. Green tea, yerba mate, ginseng and more help boost and sustain energy and alleviate feelings of fatigue throughout the rest of the workday. Active probiotic cultures promote healthy vaginal flora and help balance yeast levels. Plant-based enzymes enhance digestion and help relieve occasional bloating and water retention.

The evening pack, taken with water before bed, is a gentle yet effective colon cleanse with herbs to soothe the G.I tract. This herbal formula promotes bowel regularity and helps relieve occasional constipation by gently stimulating a sluggish bowel. Combining herbs with hydrating magnesium helps to retain water in the bowel, making stools easier to pass. The end result is elimination with ease, not cramping or frequent need for a bathroom the next day.

Flush and Be Fit can be taken for 14 days or safely for up to 90 days continuously. This one-of-a-kind cleansing system is exactly what active women need to achieve a healthy balance for better metabolism, increased energy and reduced toxic stress on the body.
Hello, Spring Savings!

**Freshlife**

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**Belly Balm Oil**
Freshlife's own recipe
Rub a small amount of oil over the abdomen in a gentle, clockwise motion to:
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- encourage bowel health
- soothe menstrual cramping and discomfort
- calm the butterflies of nervous tummies
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