



health & happiness



dermalipid does what no moisturizer can



Moisturize, Repair, and Protect
from the inside out – naturally.

Learn more, see page 4

Available at:

Click here for your

\$2

SAVINGS
COUPON

 **Alive**
Health Centre

 **MorningSun**
Health Foods

Supplements
 **plus**

For ageless skin, lock moisture in | genuinehealth.com

almsup

Genuine Superfood

For a healthier, pH balanced body – naturally

Leading health experts agree: Your body's pH level is an excellent indicator of overall health, impacting everything from **digestion and energy**, to **your skin and bones**. A balanced pH score of 7.0 – 7.2 is considered ideal, however most of us are overly acidic due to dietary choices.

The easiest way to balance your pH and improve your health and energy is to take **greens+** every day. Research shows it can significantly improve pH balance in as little as 2 weeks*!

Containing over **23 colourful phytonutrients**, rich in **antioxidants, essential fibre** and **probiotics**, **greens+** is also proven to give you:

- **Increased energy** and improved overall **well-being****
- **Highest Oxygen Radical Absorption Capacity (ORAC)** - a measure of antioxidant ability
- **Stronger bones** due to increased production of osteoblasts***
- **Lowest Potential Renal Acid Load (PRAL)** - a measure of alkalinity, proven more alkaline-forming than spinach

Simply add **greens+** to your morning smoothie, in juice or water, shake and enjoy. Your healthier, more energized and pH-balanced body will thank you.



*Berardi J, et al. Plant-Based Dietary Supplement Increases Urinary pH. *Journal of the International Society of Sports Nutrition* 2008; 5:20 doi:10.1186/1550-2783-5-20 **As found in a clinical, double-blind, placebo-controlled study conducted by a pharmacist from the University of Toronto and published in the *Canadian Journal of Dietetics Practice and Research*. ***Findings from the University of Toronto suggest greens+ may be used effectively in the management of osteoporosis.

Health Booster

greens+ for every need... what's yours?

Get all the superior benefits of **greens+** enhanced in our specialized formulas. Choose from bone building to energy boosting, detoxing or the very popular **greens+ multi+**. If you are new to **greens+** try our delicious tasting, creamy Instant Smoothie – it has a full-servicing of pH balancing **greens+**, plus 15g of pure whey protein concentrate. 100% natural ingredients, no sugar and only 100 calories per serving. Simply add to water, shake and enjoy.



greens+ bone builder: proven to increase bone mineral density.

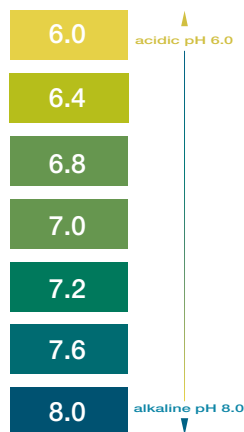


greens+ multi+: a full dose of highly absorbable food-based minerals.

Acidic or Alkaline?



Balance your pH in just
21 days – naturally



greens+ daily detox:
full body cleanse, including
phase I & II liver.



greens+ extra energy:
immediate and long-lasting
energy, naturally.



gets you moving – *faster*

Get relief + repair for sore joints in just 7 days.

fast joint care+ is the latest innovation in joint care. Made with the patented ingredient NEM®, it's the fastest, most effective and most convenient way to get relief + repair from joint pain and stiffness.

- **Fast acting, research proven** – NEM® starts reducing joint pain in as little as 7 days**
- **Effective** – Research shows NEM® provides up to 5 times better results than other natural health products including Glucosamine, and often better results than Rx products.
- **Complete Joint Care** – NEM® provides important nutrients, including collagen for joint repair, to help build cartilage, reduce inflammation, and increase range of motion.

Get results fast with the convenience of just
one easy-to-swallow capsule a day.

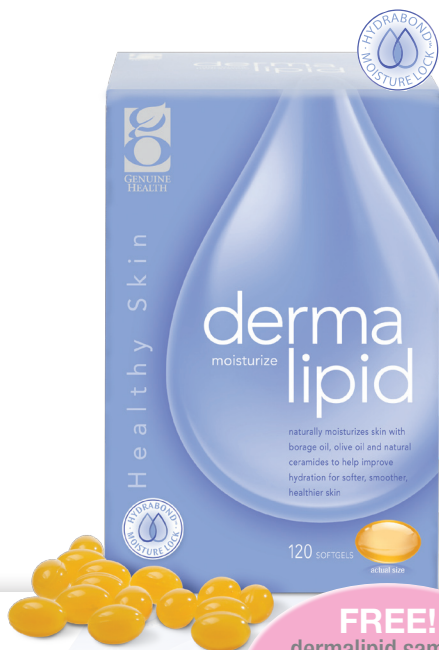
*NEM (Natural Eggshell Membrane) is food for the joints! Safe and 100% natural, NEM® is a patented, research-proven ingredient containing naturally occurring glucosamine, chondroitin, hyaluronic acid and Type 1 collagen – all essential nutrients for proper joint health and flexibility.

** Clinical Intervention in Aging 2009; 4:235-40



Relief, repair and increased mobility - naturally | genuinehealth.com

dermalipid does what no moisturizer can



Moisturize, Repair, and Protect
from the inside out – naturally.

Instead of merely covering up dry skin, **dermalipid** works to protect and repair your skin by evenly distributing and retaining moisture from the inside out - naturally.

dermalipid will change the way you look at skin care by changing the way you care for your skin.

As we age our skin naturally loses ceramides causing dryness and wrinkles. Dry skin is more susceptible to damage from UV rays and pollution – further accelerating the aging process. **dermalipid** softgels with Hydrabond™ lock in moisture with research-proven, natural ingredients including borage oil. **dermalipid** also contains a revolutionary advance in skin care - natural ceramides which repair the skin by replacing the ceramides skin loses as it ages. To learn more visit genuinehealth.com

In stores Spring 2010

FREE!
dermalipid sample*
to the first 500
to register at:
genuinehealth.com/healthyskin
Enter Promo Code: moisturizeHH
*60 softgels

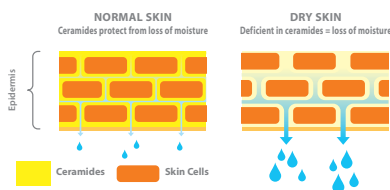


Your Skin, Younger

Reveals what you can do to get nourished, younger-looking skin naturally. Presents clear, scientific evidence. Written by Dr. Alan Logan with dermatologists Dr. Mark Rubin and Dr. Phillip Levy.

Hydrates the skin from the inside out – naturally

Within the skin's epidermis (1st layer) is a layer called the stratum corneum layer. This layer is like a brick wall, with skin cells (corneocytes) which act like "bricks" and a complex of lipids, the "mortar." The mortar is composed primarily of ceramides, which can be lost over time due to pollution, aging and exposure to harsh environmental conditions, resulting in dry, itchy skin. dermalipid™ with Hydrabond™ locks in moisture with research-proven, natural ingredients to help replace the skin's lost ceramides for more supple, youthful, naturally radiant skin.



Supple, youthful, naturally radiant skin in just **3 steps.**

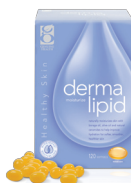
1 Nourish
with **healthy skin**
chocolate soft
chews



2 Protect
with **multi+**
daily glow and
o3mega+ glow



3 Moisturize
from the inside out
with **dermalipid**



You're only 3 steps away from a more youthful you.

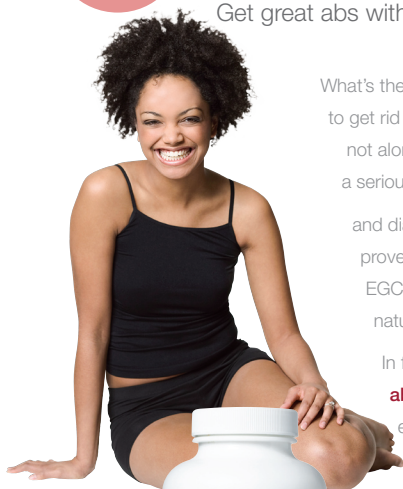
The 3-Step Healthy Skin Program is a natural, safe, and effective way to maintain your youthful glow while undoing the visible signs of aging.

4 Treat
with **perfect skin** for
clear, blemish-free skin.



Genuine Weight Loss

Get great abs with proven CLA and green tea



What's the #1 area on your body where stored fat is toughest to get rid of? If you said your abdominal region, you're not alone. Not only is fat in this region hard to lose, it's also a serious health concern linked to increased rates of heart disease and diabetes. What makes **abs+** uniquely effective? Containing a proven combination of all-natural ingredients, including CLA and EGCG from green tea, **abs+** increases your body's natural ability to burn fat, including stubborn belly fat.

In fact, a study conducted at the University of Toronto showed **abs+** can work in as little as 90 days, with no unhealthy side effects.



Want to boost your fat loss and metabolism too? The **absolute leanX** extra strength kit is your natural solution. The winning combination of **abs+** and **lean+** extra strength, naturally aids metabolism.

Genuine Performance

Every body needs protein

Research shows eating protein is a lean-body must! It increases metabolism, boosts exercise results and immunity. For the purest source of easily digested whey protein isolate, look to **proteins+**. Cross-flow microfiltered, containing the highest essential amino acids (a minimum of 30% alpha lactalbumin), this low-calorie, filler-free formula guarantees the best results. For an alternative source, consider **Vegan proteins+**. Derived from the highest quality vegetarian proteins, it provides all 8 essential amino acids plus vitamins and minerals. And users love the taste! Simply add to smoothies, juice or water.



Find your Happy place

A natural way to boost your mood

Clinical research shows that mild to moderate depression may be linked to an Omega-3 deficiency, specifically EPA and DHA found in wild, fatty fish. Based on leading research and developed with North America's leading authority on Omegas, **o3mega+ joy** contains a clinically-proven dosage of EPA concentrate plus DHA*.

When taken daily, **o3mega+ joy** helps to improve overall mood, while noticeably reducing symptoms related to mild depression and the 'blues'. **o3mega+ joy** contains only pure, wild, sustainable sources tested by IFOS** to ensure purity.



* See the research at genuinehealth.com/o3mega-joy.html

** 3rd party independent tested to be free of all toxins including mercury and PCB's.

Find your happy place every day with **o3mega+ joy**.



Good Health

Starts with a superior Omega-3

If your diet doesn't include fatty fish regularly, it's time to make an easy, healthy change by taking an Omega-3 supplement everyday. Research shows wild fish oils provide the best source of Omega-3s for a healthier heart, brain, skin, mood, joints and more.

Trust **o3mega** to deliver a balanced combination of 180mg EPA and 120 mg DHA derived from wild, pure fish oils, from the most sustainable, #1 rated fisheries in the world.

Strictly tested to ensure purity, our id System™ enteric-coated softgels ensure superior absorption with no fishy taste or repeat.

BONUS
25% more
Limited time offer



BONUS
25% more
Limited time offer

Look for other **o3mega** formulas specifically for skin, heart and overall health including **o3mega extra strength**.

We're Genuine Health. We

believe in **health and happiness**, and in

all things **natural**. We believe in **more**

energy for work and **play** and in **healthy**

glowing skin. We believe in the **power of 21**

days. And in a **healthy planet**. We believe

in **facing your fears** and **following your heart**.

We believe in **clinical research**. We believe in

daily exercise, a balanced diet, **long breaths and**

laughing often. We believe in helping you achieve

health and happiness for **life**. Say **yes** to your

health – **naturally**. **Genuine Health** | *it shows*.