

# News & Views

To A Healthier You!

## AVENA ORIGINALS

January—March  
Winter 2010 Edition

A different look at the valuable nutrients we call Minerals! What they do, what types you can supplement with, and what form may be best for you!

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Learn how to improve and even create a whole new you in 2010! Helpful tips on increasing the amount of Raw Food in your diet and for improving your fitness!

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It's Here! The best way to get your greens on the go! Avena's new "Drink Me" Smoothies!

Yummy and Healthy!

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# MINERALS!

## More Precious Than GOLD!





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## Welcome to Our Winter 2010 Edition of Avena's News & Views To A Healthier You!

Winter—A time cleansing and renewal!

Winter is the time of year that is full of cleansing and change. Freshly fallen snow is synonymous with new beginnings. Winter is an excellent time for self-renewal and self-improvement. What better way is there to mirror the seasons around us than to give your body a healthy clean start for the new year.

With one year ending and another beginning you can cleanse your body and set yourself on a new clean path, one with positive choices and healthier rewards.

Winter is an excellent time to help share good tidings and healthy outlooks with those around us. Family members especially deserve the gift of health. Who better to share the greatest gift with than those closest to us!

Cleansing is an excellent way to start the new year. Give your body a brand new 'you' for 2010.



- No Toxic Fillers
- No Binders
- No Extenders
- No Excipients
- No Preservatives
- No Heavy Metals
- No Microbes or Fungi
- No Chemicals or Solvents
- No Harmful Substances
- No Artificial Sweeteners
- No Sugars
- No Coloring
- No Flavorings
- No Stimulants
- No Gluten
- No Soy
- No Lactose
- No Animal Derivatives
- No GMO Ingredients
- No Yeast
- No MSG



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**NEW**

# DEAR AVENA



Avena is excited and proud to introduce a new feature for our future newsletters. We are calling it "Dear Avena". This is where you, our members, can write in with any questions you may have. Then we will publish these questions and have the best staff member answer them for you. We want to make sure your questions are being answered to the best of our ability. Many of our staff members are qualified to answer your questions, but some have little areas of expertise. For example, we have a registered massage therapist who is excellent at giving great tips for sore muscles, such as special stretches or techniques that you can use at home. We also have many team members who eat mostly raw and whole foods. They can help with tips and ideas of what to eat as well as with some recipes! We even have some new moms for those who have questions about using the Avena products with children or during pregnancy. There are also a few mature women who can answer those tough hormone questions! By helping to answer your questions, our staff is learning constantly about new products, foods, and other great lifestyle ideas. The more we know, the more we can help you. So please mail, fax or email your questions, and we will publish them in our upcoming newsletters! We are eager and excited to hear from you!



**Question for Avena ~ I noticed the Electric C uses grapefruit as one of its ingredients. Will this interact with my medications?**



Answer from staff member

Grapefruit juice or grapefruit extract has been known to cause complications with many prescription medications and this has been well documented over the last decade. The issue is that grapefruit juice and these medications both require the same enzyme to be digested (the cytochrome P-450 3A4 enzyme). The body gives priority to the grapefruit juice because it is a nutrient and will nourish your system. This means that the medication is not being digested right away and is building up in your system for days. Once the medication is digested, however, you receive the multiple-day dosage all at once. The body's receiving this high level of medication all at once is what causes the danger and concern about taking grapefruit juice or extract at the same time as taking some prescription medications. Avena Originals' Electric C uses only the Vitamin C from the grapefruit juice, but not the rest of the juice. Vitamin C is constantly being tested with medications for complications and interactions. At this point, the medical system has not found complications or conflicts between most medications & Vitamin C. The one warning I did find was that Vitamin C is not recommended for people who are using anticoagulants such as warfarin. By using both together you could increase the negative side effects this drug (warfarin) is known to cause. If you are concerned about the combining of your medications and Avena Originals' Electric C, consult your doctor or pharmacist. Also, always check for warnings regarding Vitamin C (please note: the warning is for Vitamin C, but not for grapefruit juice as such).



**Answered by**  
**Kameron Tarry**  
 Advanced  
 Nutritional  
 Consultant &  
 Directing  
 Manager of  
 Avena Originals



## Minerals - More Precious Than GOLD

Did you know that minerals may be the critical ingredient that your body is missing? Human beings are the salt of the earth. Our bodies are comprised of and require a daily intake of minerals to function at optimum levels. Minerals like iron and magnesium are more precious for our bodies than silver and gold. Minerals get so little attention in dietary recommendations, and yet they are just as critical as any other essential nutrient. Often minerals are overlooked in favor of emphasizing the importance of vitamins. In truth, however, a vitamin deficiency cannot exist without a pre-established mineral deficiency.

Minerals are essential in most of our bodies' functions. This includes (but is not limited to) digestion, nerve function, bone growth, hormone production, hair growth, insulin production, heart and muscle health, and much, much more. One

**Minerals are essential in most of the bodies' functions.**

important point to remember is that if we do not get enough minerals from our food and supplements, our bodies can very quickly and easily become mineral deficient. We ingest only a small amount of trace minerals each day, but they have such a great impact. Just missing our minerals one day can severely affect our overall health. A prime example of this is iodine. Your body only needs a fraction of a gram - 15/10000 of a gram or 0.00015gm ~ per day. This iodine plays a substantial role in balancing the body, including such factors as temperature, weight gain/loss, hormones, heart rate, blood pressure and energy levels.

The presence of minerals in our food has been decreasing at an alarming rate as soils around the globe are becoming severely deficient in minerals. Farmers have realized that the soils are becoming deficient, so they add fertilizers. The only problem is that farmers tend to fertilize only with three minerals - nitrogen, phosphorus, and potassium (NPK 20-20-20). While these three help to make the plant *appear* healthy, there are many more minerals needed that should be added to the soil to produce healthy plants full of live-giving nutrients and minerals. What this translates to is simply that an apple a day may no longer keep the doctor away. We may now have to eat 2, 3, or 6 apples to keep up with the decrease in minerals. These minerals are being lost from our food not only because the soils they are grown in are mineral-deficient, but also because the high degree of processing of our food today is further responsible for diminishing mineral levels in the foods we buy to eat.

Different lifestyle choices can also have an impact on our mineral levels. This can include the consumption of caffeine, alcohol, cigarette smoke, a highly acidic diet, and reverse osmosis or distilled water. Stress, over-supplementation of specific isolated minerals (for example, calcium, which greatly affects the magnesium levels in your body), and over-exertion all

Typical Maximum Nutrient Losses (as compared to raw food)					
Vitamins	Freeze	Dry	Cook	Cook+Drain	Reheat
Vitamin A	5%	50%	25%	35%	10%
Retinol Activity Equivalent	5%	50%	25%	35%	10%
Alpha Carotene	5%	50%	25%	35%	10%
Beta Carotene	5%	50%	25%	35%	10%
Beta Cryptoxanthin	5%	50%	25%	35%	10%
Lycopene	5%	50%	25%	35%	10%
Lutein+Zeaxanthin	5%	50%	25%	35%	10%
Vitamin C	30%	80%	50%	75%	50%
Thiamin	5%	30%	55%	70%	40%
Riboflavin	0%	10%	25%	45%	5%
Niacin	0%	10%	40%	55%	5%
Vitamin B6	0%	10%	50%	65%	45%
Folate	5%	50%	70%	75%	30%
Food Folate	5%	50%	70%	75%	30%
Folic Acid	5%	50%	70%	75%	30%
Vitamin B12	0%	0%	45%	50%	45%
Minerals	Freeze	Dry	Cook	Cook+Drain	Reheat
Calcium	5%	0%	20%	25%	0%
Iron	0%	0%	35%	40%	0%
Magnesium	0%	0%	25%	40%	0%
Phosphorus	0%	0%	25%	35%	0%
Potassium	10%	0%	30%	70%	0%
Sodium	0%	0%	25%	55%	0%
Zinc	0%	0%	25%	25%	0%
Copper	10%	0%	40%	45%	0%



# Minerals - More Precious Than GOLD

leech or draw minerals from our systems. These factors combined contribute to severe mineral deficiencies.

Many people are supplementing with vitamins; but a vitamin deficiency can only occur if there already is a mineral deficiency! Minerals are an extremely valuable

and yet under-rated nutrient. The only minerals getting any attention are iron and calcium. On any given day your body requires more minerals by weight than vitamins! Few people completely understand the critical role that minerals play in our day-to-day lives, simply because minerals aren't talked about a lot - or if they are, they are only mentioned in passing as something necessary for the absorption of something else. Minerals are a true powerhouse of vital components within



themselves. Each mineral has its own unique role within the body. Often a combination of minerals working together is required for a certain function. One example of this is in the production of bone, something that is always ongoing in the body. Did you know that at any point in time your body can be 'remodeling' your bones, and sometimes as much as 10% of all your bones at once?

Considering that your body requires calcium, phosphorus, magnesium, zinc, boron, iron, fluoride, copper, and vitamins A, K, E, C and D to make your bones

**At any point in time your body can be 'remodeling' as much as 10% of all your bones!**

healthy and strong, you should always make sure to eat a wide variety of foods to have the full spectrum of trace minerals in your diet. Almost always more than one mineral will be necessary for a particular task.

The most plentiful source of minerals in our food supply is leafy green vegetables.

These also happen to be some of the foods that are

## SYMPTOMS RELATED TO MINERAL DEFICIENCIES

fibromyalgia, prostate issues, fertility issues (male & female), thyroid disorders, hot flashes, cardiac arrhythmia, muscle cramps, headaches, dehydration, anxiety, depression, muscle cramps, stress, sleep disorders, memory disorders (dementia), diabetes (type I & II), muscle tension, weak or brittle bones, organ calcification, kidney stones, bone spurs, low energy, low immune function, hormone disorders imbalances, dizziness, cholesterol problems, nerve problems, irritability, blood pressure problems, fluid retention (edema), anemia, osteoporosis, weak/brittle nails, hair loss, joint problems, dermatitis, insomnia, rickets, diarrhea, confusion, constipation, hearing loss, tinnitus, acne, growth impairment, increased incidence of cancer, eczema, lethargy, loss of taste and smell, low stomach acid, night blindness, white spots on nails, paranoia

## January Specials

REGULAR: \$12.95 **SALE: \$11.50**

### Essentia Products: Shampoo Conditioner All-In-One



There's no time better than now to make the switch to safer, healthier, more natural hair and body care. Most people, while striving to look their best, use more than 20 personal care products in a day. The shocking reality of our dependence on typical store-bought hair, body, and skin care products is that they amount to a dangerous cocktail of nearly five pounds of hazardous chemicals being directly absorbed into our bodies through our skin each year. Pamper your body. Make the switch to healthy hair and body care today. Your skin will love you for it!

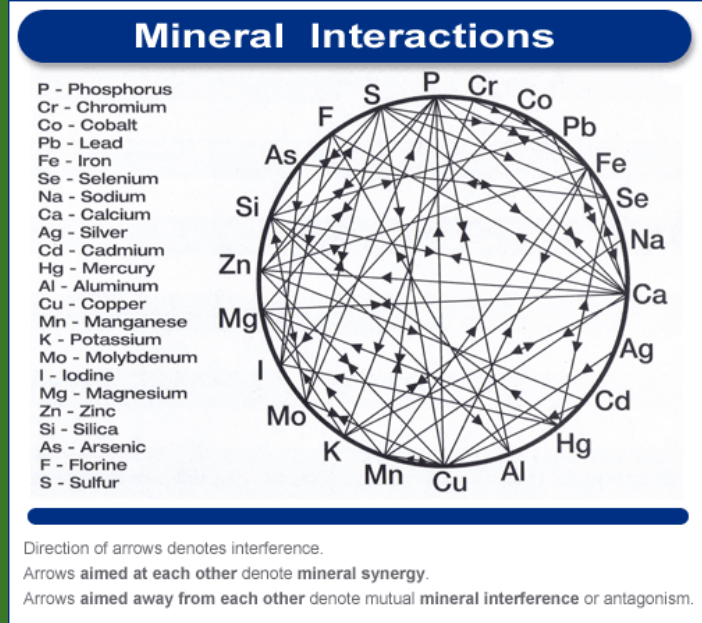


# Minerals - More Precious Than GOLD

consumed the least. Many people do not have the appetite for greens, or if people do eat greens, they are only a small portion of their diets. If you consider that the average person only eats one or two types of greens, it is understandable why leafy green vegetables have the reputation for being 'undesirable or inedible'. The main type of lettuce or leafy green used today is iceberg lettuce. This is probably the leafy green with the least amount of nutrients or minerals. Consider this: the darker or more vibrant the colour of the food, the more nutrition that food carries. If you look at all the nutrient-dense foods, colour is not something they lack (bright red cherries, blueberries bursting with colour, bright yellow ripe bananas). There are also the 'superfoods' which are rich in colour - cacao, goji berries, acai berries, or even inca berries. Just as this dark rich colour indicator applies to our fruits and superfoods, it applies in the same way to our vegetables - rich red tomatoes, dark green cucumbers, bright orange yams, vibrant green romaine lettuce, dark green spinach, darkly-coloured kelp and deep green and lighter green kale.

We all need minerals on a constant basis. Our food supply does not have the same quality or quantity of minerals today that it had even 10-25 years ago. This fact, combined with lifestyle choices that deplete our mineral supply, makes the need to supplement and diversify our diets even more of a necessity than ever before. The best thing we can do, is to ensure that we eat a variety of foods raw and unprocessed, full of as

**DID YOU KNOW:**  
**THAT ALL MINERALS ARE INTER-RELATED, SOME HELP AND SOME HINDER EACH OTHER. HERE IS A SPECIAL 'MINERAL WHEEL' TO HELP SHOW WHICH MINERALS ARE AFFECTED BY ONE ANOTHER, EITHER POSITIVELY OR NEGATIVELY.**



much nutrition as nature can provide! Also we can make sure that we supplement with minerals, including those all-important trace nutrients that our bodies require! This will help our bodies receive the minerals and keep our taste buds happy and satisfied. So next time you are wondering what to eat, just look for those richly-coloured mineral-dense foods, and you won't go hungry for long!

## January Specials Regular \$5.99

### Lip Balm **SALE: \$5.00**



Treat your lips to the anti-aging hydrating effects of our Essentia Lip Balm. Unique plant oils and botanical extracts provide unmatched ability to restore natural moisture balance. This restorative formula also offers natural sun protection while delivering remarkable healing and regenerative properties for your lips.



## Nail Strengthener

**SALE: \$13.50**  
 Regular: \$14.99

Get strong, flexible, yet beautifully resilient nails naturally and effortlessly. This revolutionary botanical formula—with active plant-based nutrients such as silica and carotenoids with provitamin A--- helps to stimulate nail growth, minimizes breakage, wonderfully moisturizes nails, improves cuticles, and restores natural resilience!

# There are so many minerals

There are so many minerals available and useful to our bodies; but how do you know which one(s) you may be deficient in? The easiest way is to look at what each mineral does, and go from there.

**Magnesium:** Is the most important mineral in that it is the governing mineral of calcium, potassium and sodium. Thus, magnesium is necessary for proper functioning and balance of those minerals. Magnesium is a factor in over 350 enzymes, and it has been shown to improve stress, muscle aches and stiffness, sleep disorders, bone spurs, and nerve health.

**Calcium:** Helps to provide the foundation for healthy bones and teeth, but is also very important for nerve and muscle control. It is used by the body to 'contract or tense' the muscles – this also applies to regulating heart beats.

**Sulfur:** Is 'the beauty mineral'. It helps to create strong and healthy hair and nails, and makes the skin vibrant and beautiful. Sulfur is involved in the production of keratin and collagen. It is also a major ingredient in significant amino acids such as methionine.

**Iron:** Is the mineral most closely tied to blood health. Iron is the main component of hemoglobin, a vital part of the blood and the nutrient delivery system in the body. Anemia, or iron deficiency, has symptoms of lethargy, weakness, fatigue, and shortness of breath among others. Iron is also needed to help maintain

healthy bacteria (probiotics) within the intestines.

**Phosphorous:** Is the second most common mineral in the body. It helps in the creation of healthy bones and teeth, utilization of B vitamins, and the conversion of food into energy. This mineral is great for kidney health as well. It works by helping to excrete the waste produced by the kidneys.

**Copper:** Is used for the growth of bones, hemoglobin and red blood cells. Copper has a special role in the function of joints and nerves (especially neurotransmitters). This is the mineral that helps to 'connect' the different parts of our bodies via communication of the nerves.

**Zinc:** Is great for wound healing, and maintaining our immune systems. Zinc is also excellent for male prostate health. Zinc is an essential ingredient in insulin, assisting in maintaining proper blood glucose levels. This mineral is also needed to produce collagen and for protein synthesis. This mineral is an ingredient in many major enzymes, including the anti-oxidant enzyme superoxide dismutase (SOD).

**Selenium:** Is a trace mineral that works with iodine to help support the thyroid. Selenium helps to maintain and balance hormone levels while also working with fertility issues, both in males and females. Selenium is great for cardiovascular health and is a great scavenger of free radicals.

## January Specials

## Avena Transdermal Skin Cream

REGULAR:\$29.95 **SALE:\$26.50**



Discover the healing and rejuvenating properties of Avena's Transdermal Skin Cream. Now you can maximize your skin's healing potential with this proprietary blend of Tocotrienol, Aloe, and Coconut and Hemp oils, combined with a blend of vanilla, orange and lemon essential oils and colloidal silver. Electrically Formulated® to enhance, nourish, condition and moisturize the skin, Avena Transdermal skin cream is a natural and effective formula proven to help promote healthy skin growth. It does this by penetrating into the deepest layers of the skin, providing a smoother, softer appearance.



# KNOW WHAT YOU ARE BUYING

**Potassium:** Is one of the 4 main electrolytes within the body. This mineral works to help balance the bodies' ph levels by creating a more alkaline environment. The most notable role of potassium is the regulating of fluid within the cells (edema or fluid retention can be the result of a potassium deficiency).

**Iodine:** Is a trace mineral that is basically the fuel for the thyroid. This mineral helps to regulate hormone functions and anything that can become too 'extreme'. Iodine can help with depression/anxiety, high/low blood pressure, regulating weight gain/loss, heart rhythms, and body temperature (hot flashes).

**Chromium:** Is known as the glucose mineral because it is used by the body to create an equilibrium of insulin and blood glucose. A deficiency of this mineral has also been tied to conditions such as anxiety, depression, fatigue, and memory disorders (dementia).

## KNOW WHAT YOU ARE BUYING TYPES OF MINERALS ON THE MARKET TODAY

There are a wide variety of mineral supplements on the market today, many with fancy words and slogans to induce you to buy a specific product. This list is designed to help you understand what those words and terms really mean.

**COLLOIDAL** - This word literally translates as 'suspended'. Products with this label are usually minerals that have been somewhat broken down and combined with water to create a solution. In a product like colloidal silver, this means that you have your base ingredient of water with a compound containing silver suspended in that water to make the solution. With colloidal minerals, the type and source of the minerals are important factors. Sometimes some minerals have better or different absorption rates than others.

**IONIC** - Ionic minerals are broken down into the smallest available size while still retaining an electrical charge. These minerals are usually unattached to anything and thus absorb very quickly into the blood stream. This also means that 'ionic' minerals are best taken on an empty stomach. **\*Not just any mineral can be taken in ionic form - some minerals can easily be over-consumed. Some minerals, like magnesium, regulate themselves. Calcium, however, cannot do this, and therefore, by consuming ionic calcium you can easily 'flood' the cells with too much calcium. Potentially, this can cause considerable harm.\***

**SALTS** - Minerals found in salts either from the earth or from the ocean usually contain trace minerals that you cannot find anywhere else. These are the minerals that remain after the water has evaporated and then become condensed into salts.

## February Specials

## Superfood

REGULAR:\$42.50 **SALE:\$36.50**



Now you can feast from the bounty of nature while enjoying the conveniences of balanced and affordable nutrition. Offering much more than typical green supplements, Avena's Superfood helps to not only feed your body powerful green foods, but it also has a robust combination of whole foods, cleansing herbs, naturally occurring vitamins and minerals, an enzyme delivery system, and the ultimate blend of probiotics. Avena's Superfood takes a holistic approach to nutrition! The nutritional diversity in our Superfood helps deliver balanced nutrition at the cellular level. With a variety of nutrients and added enzymes, co-factors and co-nutrients for optimal delivery, this whole food supplement exceeds the levels of absorbability found even in high-end green supplements.

# KNOW WHAT YOU ARE BUYING

**SOIL** – Soil-based minerals are not generally recommended for human consumption. These minerals are hard for the body to recognize and utilize. Someone who has a craving to eat ‘soil or dirt’ or other non-food based items (a tendency known as pica) is demonstrating a known symptom of iron deficiency.

**NANO** – This word only refers to the ‘size’ of the molecule. Nano (meaning ‘one thousand- millionth’) particles are the smallest size available. This makes the minerals extremely tiny and able to pass quickly into the bloodstream via the small villi in the intestines. **\*The only minerals that can travel throughout the body via the bloodstream are either nano-sized or ionic – these are the only particles small enough to pass through the ionic pathways at the cellular level.\***

**ROCK/SHALE** – Much like soil, these minerals are not easily used by the human body. Although minimal absorption into the body from rock sources has been demonstrated to exist (8% for calcium carbonate), there are much more efficiently absorbed forms of minerals for the body to use.

**CHELATED** – Minerals that are chelated are surrounded by an amino acid. Plants naturally convert soil minerals into plant-based chelated minerals. This dramatically improves the minerals’ bio-availability within the body.

**PLANT** – Plant-based minerals are the best minerals that you can get. The plant is the natural converter of soil minerals into minerals that your body can recognize and use. The main downsides of plant minerals are their high cost of production, and the fact that plants rich in minerals are quickly becoming rare due to the decrease in minerals available in the soil.

**AVENA MINERALS** – Avena Minerals –Real-At-Last have the highest percentage of raw plant-based minerals on the market today! Avena’s minerals have been naturally chelated to achieve the best possible absorption by the human body. Avena Minerals – Real At Last also provide the correct blend of mineral ratios as found in nature, thus further ensuring the body’s ability to recognize and utilize these minerals.



## February Specials



**Vitamin Supreme**  
**REGULAR:\$49.95 SALE:\$45.00**

Vitamin Supreme is the most balanced and complete multi-vitamin. Using only the highest quality ingredients, this unique formulation delivers much needed vitamins complete with the necessary factors and co-factors, minerals, amino acids (proteins), and enzymes to ensure optimal nutrient delivery and assimilation. Without minerals, your body cannot absorb a vitamin, and without proteins, your body cannot absorb a mineral; but without enzymes, your body cannot absorb proteins. This complete all-inclusive package is recognized as the most bio-available multi-vitamin supplement. Vitamin Supreme has the full range of B-vitamins, which are key for the development of healthy nerves and play an important role in cell metabolism. This one-of-a-kind formula helps to give you that extra edge you need to function optimally in today’s hectic, fast-paced world.



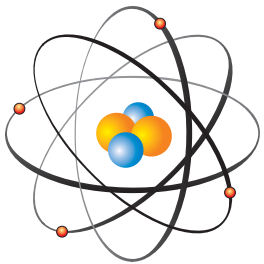
# Biological Transmutations

## Biological Transmutations

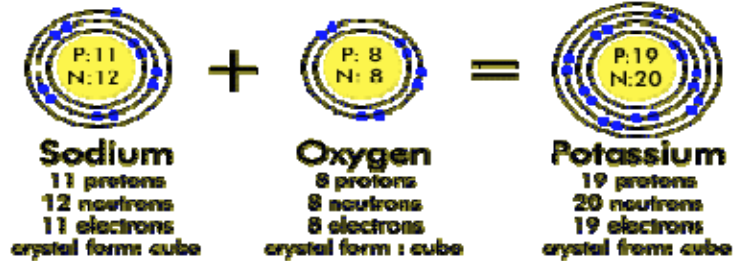
Several decades ago, biologist Louis Kervran wondered how his father's chickens were able to lay eggs that had strong shells even though their diet was very low in calcium. Kervran performed a controlled study proving that a chicken fed only a low-calcium diet of oats could still produce four times more calcium than the amount it had ingested, by transforming potassium from the oats into calcium! Many other scientists, including Vauquelin, Sindler, Lawes, Gilbert, vonHerzelee, Baranger, Komaki, Korol'kov, and Pappas obtained similar results in a wide variety of experiments. Their combined research indicates that plants, animals, and microorganisms regularly transmute the first 20 elements of the Periodic Table at the sub-atomic level using enzymes and hormones, with hydrogen or oxygen as the primary catalyst. The number of protons in each element is apparently the key, as can be seen in the examples pictured and taken from the actual research.

Other examples of transmutation pathways for calcium have been discovered, such as silicon combined with carbon makes calcium. Life is far more adaptable than the chemists would have us believe! Deprive the hen

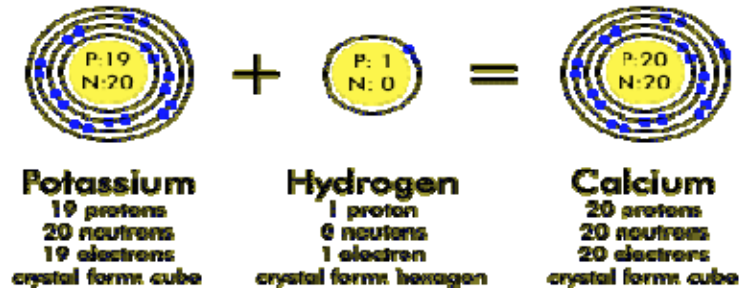
of calcium and she can still make good eggshells if she has potassium. Take away both potassium and calcium and the hen will still produce strong egg shells with silica in her diet!



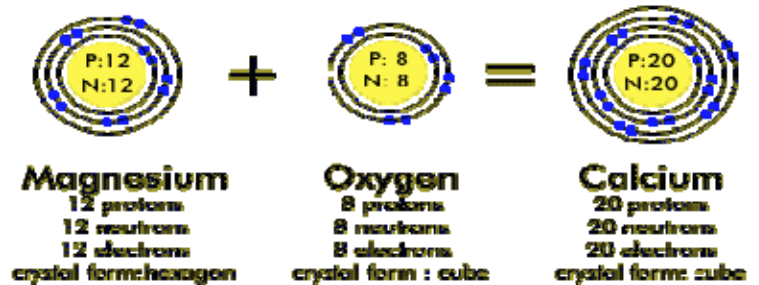
**1. Sodium with 11 protons combines with oxygen which has 8 protons, to make potassium which has 19 protons -**



**2. Potassium with hydrogen makes calcium -**



**3. Magnesium with oxygen makes calcium -**



## March Specials



A related product to Avena's Electric C, Power C is a unique formulation designed to enhance your body's natural ability to provide long-lasting, sustainable energy, naturally! Proven to help deliver enhanced athletic endurance, Power C is a tried and true favorite of professional athletes. It is a great addition for anyone wishing to naturally increase their energy and boost their electrolytes!

Now you can safely and affordably replace your potentially toxic energy gels, caffeine supplements, and other energy-stimulating products with our Power C!

## Power "C"

REGULAR: \$48.50 **SALE: \$44.50**

# Biological Transmutations

The human body is also capable of apparent 'transmutations'. In a paper entitled 'Electrically-Induced Nuclear Fusion in the Living Cell', published in the 'Journal of New Energy' (1988), Physics Professor Dr Panos T. Pappas challenges the 'Sodium-Potassium Pump' Hypothesis. In this hypothesis it is assumed that sodium is continuously excreted by the cells while potassium is continuously taken in. "This hypothetical exchange process is regarded by Biology experts as 'truth' and its results were elevated to 'findings' (even though) contemporary University textbooks in Biology admit that the assumed process is not understood" (e.g. Molecular Cell Biology by Darnell et al, page 541).

It is generally recognized by biologists that the human body can maintain a normal ratio of sodium to potassium with or without the intake of potassium. How is this possible?

According to research conducted by Dr. Pappas over a 10-year period, the human body regularly transmutes sodium into potassium inside the cells. A failure of the body to transmute sodium leads to edema (accumulation of fluid). Conversely, a failure of the kidneys to excrete excess potassium leads to cell poisoning. Pappas states, "Now it is very well known that for people with kidney deficiency, Potassium increases continuously in their bloodstream regardless of the food intake of Potassium. From time to time, they have to go through a process called blood dialysis in order to remove the excess

Potassium, among other toxins, from their bloodstream, otherwise they die."

Nature's Electrical Construct

A Quantum Leap Approach to Supplementation!

\$5.00 ea

AVENA ORIGINALS

For More information refer to Avena Originals Booklet

## Nature's Electrical Construct, a Quantum Leap Approach to Supplementation!

### March Specials



### Electric "C"

(Caps) REGULAR: \$55.00 **SALE: \$48.50**

(Pwdr) REGULAR: \$49.95 **SALE: \$45.00**

Electric C is a completely utilizable Vitamin C complex, complete with electrolytes and bioflavonoids. Avena's Electric C is an excellent Vitamin C supplement. This product is full of a potent, and highly bio-available source of Vitamin C to perfectly complement your daily lifestyle. Vitamin C has been shown to be one of the most beneficial vitamins you can take. It helps boost energy, the immune system, and cell-to-cell communication, as well as being an excellent scavenger of free radicals! This product is conveniently available in either powder or veggie capsules.



## New Years Resolution's - Create a Raw you!

**H**ow can you make this year the year to completely change and re-vamp your life? What can you do to improve your health, energy, and fitness and to lose weight all at the same time? Adopt a more 'raw and living' foods approach to health & nutrition.

By changing your lifestyle and incorporating a raw and fresh outlook on your diet, your health will greatly improve! This will help all areas of your body! By 'Cleaning and Feeding' your body and having a mostly raw & fresh diet, you can see your health improve by leaps and bounds! Your skin can clear up, you will have more energy, better memory, healthy looking hair and nails, and your stamina and focus can increase! All this can be accomplished by simply changing your diet to incorporate a raw and living foods lifestyle! Because doing a change like this is not easy, we have a few simple tips to help you along:

**1. Increase the percentage of RAW foods in your diet/lifestyle.**

To do this you can start with one raw meal/snack per day and slowly increase until 75-80% of your diet is raw & fresh foods. If this is too much of a jump to begin with, you can aim for one raw item per meal and increase from there until you have a completely raw meal. To help you be more aware of what and how much you are eating, a food journal is an excellent tool for keeping track of your diet.

**2. You get to EAT a wide variety of tasty food!**

Most people imagine that those who eat a diet of mainly raw and living foods only eat salad. This is NOT true! There is such a wide variety of foods available today that can be eaten in their natural raw state! There is enough diversity in fruit alone that you could eat a different type of fruit each day for over a year! There are so many different ways you can prepare your food to 'spice' it up and give you more options than just plain salad!

**3. Create an ENVIRONMENT around you that supports you on your raw and living foods path.**

Having friends and people around you who believe and follow the raw and living foods lifestyle can help to encourage you and keep you motivated. You can share recipes and stories as you go through these changes. Take the junk food out of your house; do not let yourself be tempted. By creating an environment for success you can't go wrong!

**4. Remember to SUPPLEMENT.**

In today's world even with a perfect diet there still exists a need to supplement and get those nutrients into our bodies that are no longer available in our foods. Our bodies are constantly being bombarded with toxins, chemicals, viruses, bacteria, and parasites. These all combine to dampen and suppress our bodies, depleting them of precious nutrients in the process.

**5. Empower yourself with KNOWLEDGE.**

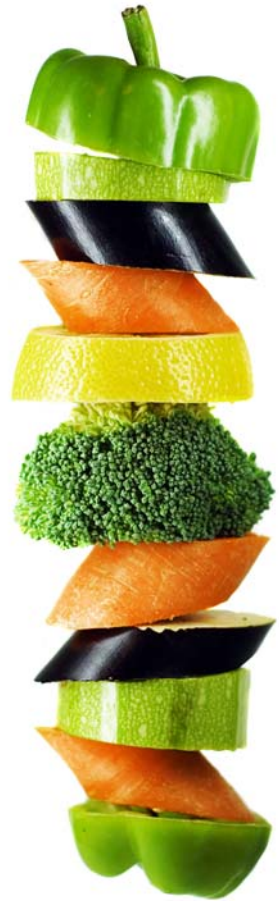
Surrounding yourself with information and helpful hints to help you maintain your new raw and living lifestyle further increases your chances for success. Having recipes, books, and useful tools are all important parts of the process of keeping your diet raw. You don't have to struggle to have quick and easy raw meals – find recipes that work for you. Learn the benefits of what a raw and living foods lifestyle can do for you.

**6. Experience the awesome HEALTH BENEFITS from the raw and living foods lifestyle --**

better health, more energy, lower cholesterol, better digestion, clearer skin, healthier hair and nails, better sleep, improved mood, better for the environment, longer life, better memory, weight loss, reduced cancer risk, reduced risk of kidney or gall stones, reduced food costs and much more!

**7. How can AVENA help with this raw and living foods lifestyle?**

Avena prides itself on leading the pack with the availability of raw super foods like Goji Berries and 3 forms of Cacao (Nibs, Powder and Butter)! These treats are powerhouses of nutrition, and very tasty too! Avena Originals carries a wide variety of raw or mostly raw snacks for a quick solution to healthy food for those with a busy lifestyle (especially children). Avena is proud to carry new products to make the preparation of raw food easy, with Coconut Oil, Hemp Oil, Agave Nectar and Pristine Salts to add nutrition and flavour to your food! Avena carries and promotes foods (and supplements) that are raw, unheated, and unprocessed to give you the best possible product! They have no additives, preservatives, colours, or flavours. They are just pure wholesome foods for the body! Avena has hundreds of recipes, books, and articles to help you learn and find the best way to adapt to the raw and living foods lifestyle!





## Healthy Ways to improve your fitness in 2010

Almost all of us are guilty of looking at a person with an incredibly defined physique and thinking that they must have it all figured out -- they must be in the best health of their life! Sadly, oftentimes this assumption couldn't be further from the truth. Performance athletes such as weight lifters, body builders or figure competitors are often no healthier than the overweight, out of shape person next to them. The problem lies in how they achieve their goal. Usually it is done with little to no regard for health. Every decision is based on what will make them stronger, bigger, or thinner! Several recent studies suggest that performance-based athletes are far more likely to develop degenerative disorders than any other group of people.

### Weight Loss:

Building muscle burns fat better than anything else you can do. Long intense cardiovascular training sessions, although great for your heart and cardiovascular system, are not the best ways to lose unwanted inches of fat. One hour of cross training will burn more fat than three hours of cardiovascular training.

### Suggested Supplements:

Incorporate Avena's Extra Virgin Coconut Oil into your diet. This incredible oil has many fat burning properties and helps to boost and optimize your metabolism. Try using Avena's Tocotrienol Complex in your smoothies. This powerful whole food product will help curb hunger and leave you satisfied longer. It is also an amazing tool for building powerful muscles. Help alkalize your body and dump body fat faster with Avena's Superfood, a powerful natural super food!

### Endurance:

Do you ever wish that you had the stamina or endurance to get more out of life and everything you do? Have more energy for longer periods of time by switching to a primarily raw diet, by increasing your cardiovascular exercise, and by detoxifying your system. You will be impressed by how fast your body changes.

### Suggested Supplements:

Avena's Extra Virgin Coconut Oil. This MCT (medium chain triglyceride) oil requires little or no digestion and

provides an incredible amount of healthy energy. Avena's Oxy-dyne will energize your system and let you push harder, longer and recover faster! Avena's Minerals Real At Last is a must-have product for any intense athlete or performance-demanding person.

Oxygen is needed by every cell in our bodies, and our bodies demand more oxygen during any activity. Support your body's demands by adding Avena's Stabilized liquid Oxygen to your water.

### Body Building

Developing and pushing the limits of the human body for strength, size, and performance is often done with only the end goal in mind. Most body builders sacrifice so many of their healthy systems in search for that leaner, larger, stronger body. There needs to be a balance between health and body building. There are ways to balance and achieve both.

### Suggested Supplements:

Try using Avena's Tocotrienol Complex in your smoothies, or as your protein drink. This product has the ability to produce incredibly strong muscles without a lot of the bulk. Imagine being half the size, but just as strong as a fellow body builder.

Avena's Superfood. Alkalize your body and dump body fat fast with this powerful natural super food!

Avena's Minerals Real At Last. This is a must-have product for any body builder, a crucial ingredient in producing strong and healthy muscle mass.





## LOOKING FOR WAYS TO HAVE YOUR AVENA PRODUCTS PAY FOR THEMSELVES?

*Imagine receiving all of your Avena Originals products for FREE?! Yes, that's right, Free!!!*

The opportunity to improve your quality of health and to learn to enjoy “life without disease”, while having your products pay for themselves, is real, and very attainable. How? Simply share the “good news” with your loved ones. After all, don't your family and friends deserve to know the truth... truth that can set them free from debilitating diseases, forever changing their quality of life?!

At Avena Originals, our Group Volume Rebate Program is fair, easy to understand, and truly rewards people for their efforts. In fact, what makes it so unique is that everyone has an equal opportunity to succeed with our program!

To achieve results, all it takes is simply to understand the power of our products. All you need is a desire to help others, giving people new-found hope in a world filled with disease.

Simply share our message with those you love and care for, extending excellence in

**Health & Vitality  
with Avena Originals!**

*And we'll do the rest!!!*

No fuss, no inventory, no paperwork.

Honestly, do your homework...it just doesn't get any better than this!



### March Specials

### Stabilized Liquid Oxygen

REGULAR:\$26.50 **SALE:\$24.50**



Avena's Stabilized Liquid Oxygen is the ultimate oxygen supplement! Not only is it of the highest quality and the strongest product available, it is tested and proven to be the most stable of all the liquid electrolytes of oxygen on the market today. Delivering unsurpassed oxygen for immediate absorption in a molecular form, this product, unlike typical oxygen supplements, is released only upon contact with water. By comparison, popular competitor products start to dissipate immediately upon opening the container. Go ahead, enjoy the promotion of energy and endurance without the use of harmful, toxic stimulants. You'll fall in love with this natural health product as you experience increased vitality that is dramatically noticeable. You can take comfort in the knowledge that it is both safe and effective for the body.

NEW

## Available Now!



### Raw Organic Blue Amber Agave Nectar

The best sweetener ever discovered, Avena's Raw Blue Agave Nectar easily replaces sugar, honey, maple syrup, dates and most importantly, not-so-healthy artificial sweeteners. Raw Agave Nectar is accepted and recommended as the ideal sweetener for those with diabetes and other blood sugar issues, including those suffering from Candida yeast overgrowth.

**Retail: \$12.95 Members: \$9.95**

Available in  
17.5oz | 500 g



### Raw Organic Cacao Powder

Fabulously rich in antioxidants and 100% raw, this delicious, super-rich product is the perfect addition to all your treats. With the convenience of powder, making your favorite raw treat just got a whole lot easier! Our Raw Cacao Powder is guaranteed to be free from chemicals, hexane and other solvents.

**Retail: \$22.50 Members: \$19.95**

Available in  
454 g | 16 oz



### Raw Organic Cacao Butter

This is nature's raw white chocolate! Avena's Pristine 100% Raw Organic Cacao Butter is pure oil, cold-pressed from the raw cacao bean. It literally tastes like rich chocolate. Our Raw Cacao Butter is guaranteed to be free from chemicals, hexane and other solvents.

**Retail: \$22.50 Members: \$19.95**

Available in  
250 g | 9 oz



### Raw Cashew Cacao Clusters

This is a delicious combination of 100% raw organic cashews blended with crushed organic cacao beans and sprinkled with coconut palm nectar and a touch of sea salt. This blend is truly unique and full of flavour. This healthy crunchy mixture is a great alternative to unhealthy snack foods. Enjoy this straight out of the bag, as is, and let your taste buds be swept away on a savoury journey.

**Retail: \$24.50 Members: \$19.95**

Available in  
454 g | 16 oz

# My Story - My battle with Multiple Sclerosis



**Christina Laham Paganelli, BSc, BA**  
CEO, drinkme™ Beverage Co.

**MY STORY.** Suddenly, in 2004, I experienced unexplained blurred vision, followed by double vision and one eye going “walleyed”. With my eyesight going and my brain swelling, I was falling over from dizziness and sent from emergency room to emergency room, from “specialist” to “specialist”. When I finally received the diagnosis, it was Multiple Sclerosis. Six months later, while pregnant and still reeling from my first diagnosis, there came another – Thyroid Cancer. Five months into pregnancy, I underwent major surgery to remove my thyroid. After receiving radiation treatment, I was told the cancer had spread to my lungs. A second radiation treatment six months later made me very ill; but it did not change the results. The tumors were still the same size.

Then yet another obstacle appeared. I was taking an immune suppressant drug alleged to decrease the effects of MS, at a cost of \$20,000/year (only partially covered). However, after one month of struggling with injecting it into my legs and suffering its side effects, the drug company that produced it told me that they would not let me take the drug while I had cancer. I had had enough of the poking and prodding.

It was apparent that something was clearly wrong with the chemistry of my body, and so I decided to take my health into my own hands. I went to an Avena Originals health seminar, heard the remarkable story of Bernard Jensen, DC, and read his book “Come Alive”. This gave me the will to overcome my own health challenges. **I could do it too!** My husband and

I, committed to changing our family’s lifestyle and eating habits, threw out all the food in our cupboards. The first weeks of the new lifestyle were challenging. I experienced severe migraines, fever and blurred vision, while my body detoxified 26 years of processed, chemical-laden foods. I shed a pound a day in weight and within 3 weeks of this new lifestyle, my surgery scar tissue began healing, and to my amazement I no longer needed my prescription eye glasses. Since then our diet has consisted of raw food: fresh fruit and vegetables, nuts, seeds, oils and Avena’s high quality enzymes, probiotics and raw supplements.

Five years later, I am thriving and have not required any subsequent medical procedures. I beat the odds and now have two healthy children: Antonio(5), born following surgery and Giulia(3), born following radiation. I attribute our health to our new lifestyle, food choices and proactive care. Our diet consists of at least 50% raw food, with everything else as a side dish.

**MY PRODUCT.** The transition to a raw, organic diet while raising two infant children proved to be very challenging. Eating raw and juicing was a deterrent in itself. Added to that, the concept of having to prepare everything I ate from scratch meant that I would have to find the strength to learn a new lifestyle quickly and the time to actually do it. Impossible!

I eventually found myself frustrated and going to every natural food store desperately trying to find anything that I could eat that was already juiced. There was nothing available. I was committed, though, as there was no alternative for me. I ended up making my own smoothies. I tried a variety of fruit and vegetable combinations; but only one contained the most ideal mix of produce to ensure healing and a great taste. I called it my “super green” smoothie!

With family always close by, I convinced them to try it. Everyone was skeptical of the green gunk that I was trying to get them to drink, until that first sip. After that they were hooked. Feeling better and gaining my strength back I found myself mixing up and serving all my relatives my “super green” smoothie. My health was improving quickly and my smoothie demand was growing to the point where I decided that this product had to be made available to everyone. This was the beginning of my healthy lifestyle, company, and mission to share my story and product.

I have had the pleasure of presenting my story and drinkme™ Beverages to Mr. Michael O’Brien. His personal words of encouragement for my healthy living, as well as for my business endeavour are truly an honour. I guess it is true that you have to hit rock bottom before you can bounce back up. I have never felt better in my life, and my experience has led me on the path to helping others. I am truly grateful for the journey I have been on for the past 5 years. I’ll often hear people say, “I’m sorry for all you have been through”. I tell them, “Don’t be sorry...it’s the best thing that has ever happened to me!”



# My Product - DrinkME Green Smoothies!

**Try these amazing smoothies at any Avena Meeting in Edmonton or Calgary!**

**100% certified organic produce in a sweet citrus green smoothie.**



Taste test these delicious and nutritious beverages at any of our Alberta meetings; or if you would like, pre-order a case and have it delivered to the meeting for you, or even right to your door (within Edmonton or Calgary city limits in 5-7 days).

- ▶ **No Chemicals**
- ▶ **No Heat**
- ▶ **No Added Sugar**
- ▶ **No Preservatives**

## January 2010 Special

**Take advantage of this great introductory offer!**

**Available through Avena Originals**

**Case (24) of GREEN**

**Regular \$144.00**

**January Special**

**\$129.99**

**Case (24) of GREEN 3**

**Regular \$156.00**

**January Special**

**\$139.99**

**Available for free pickup at any Edmonton or Calgary Avena Meeting with 24 hour notice, or delivered to your door, any where in these two cities for \$10.00.**

## GREEN

(Orange, Kale, Banana)  
Sweet, creamy, green and delicious!

Nutrition Facts Valeur nutritive		
Per 450 mL / par 450 mL		
Amount Teneur	% Daily Value % valeur quotidienne	
<b>Calories / Calories 260</b>		
Fat / Lipides 0.5 g	1 %	
Saturated / saturés 0 g + Trans / trans 0 g	0 %	
Cholesterol / Cholestérol 0 mg		
Sodium / Sodium 50 mg	2 %	
Potassium / Potassium 1130 mg	32 %	
Carbohydrate / Glucides 60 g	20 %	
Fibre / Fibres 7 g	28 %	
Sugars / Sucres 49 g		
Protein / Protéines 6 g		
Vitamin A / Vitamine A	15 %	
Vitamin C / Vitamine C	500 %	
Calcium / Calcium	8 %	
Iron / Fer	4 %	



**Sale \$6.00 Ea**

## GREEN <sup>3</sup>

(Orange, Kale) 3 times the greens! Just drink or add fruit, blend as desired.

Nutrition Facts Valeur nutritive		
Per 450 mL / par 450 mL		
Amount Teneur	% Daily Value % valeur quotidienne	
<b>Calories / Calories 210</b>		
Fat / Lipides 0.5 g	1 %	
Saturated / saturés 0 g + Trans / trans 0 g	0 %	
Cholesterol / Cholestérol 0 mg		
Sodium / Sodium 150 mg	6 %	
Potassium / Potassium 1180 mg	34 %	
Carbohydrate / Glucides 44 g	15 %	
Fibre / Fibres 5 g	20 %	
Sugars / Sucres 38 g		
Protein / Protéines 7 g		
Vitamin A / Vitamine A	15 %	
Vitamin C / Vitamine C	900 %	
Calcium / Calcium	25 %	
Iron / Fer	6 %	



**Sale \$6.50 Ea**



## Un-Hot Chocolate



*By: Avena Staff Member Makes 6-8 servings*

4 cups Almond Milk (4 cups water, 1 cup almonds)  
1/4 cup Avena's Agave Nectar  
6 tbsp Avena's Raw Cacao Powder  
2 tbsp vanilla (alcohol free)\*  
6 tbsp Avena's Raw Cacao Butter  
1-2 tbsp cinnamon powder \*

\* optional—taste preference

Blend the ingredients in a blender till smooth and serve.

If you would like warm/hot chocolate using hot or boiling water for the almond milk.

## Tomato Basil Soup



*By Avena Staff Member—Serves 2-4*

4 Ripe Tomatoes  
2 Celery ribs, roughly chopped  
1/4 cup dehydrated tomatoes soaked 1 hr in  
3/4 cup water (reserve soak water)  
1/4 cup basil, cut chiffonade styles  
1 Tbsp. fresh Oregano, or 1 tsp. dried  
1/2 tsp. Italian dressing  
1/2 tsp. Pristine Sea Salts

Blend all the ingredients except the basil until smooth and creamy. Stir in the basil and blend at low speed to mix, but leave basil visible, Garnish with finely chopped basil and serve.



## \*Special Attention\*

### Freight Costs:

Avena Originals is sad to let our members know that Purolator has increased the cost of freight shipments. This applies only to packages being shipped outside of Alberta.

Avena is pleased to let our members know that Greyhound Courier is delivering packages to business addresses for no additional cost, or direct to your home for \$6.00! Also Canada Post offers an economical door to door service.

***SPECIAL NOTE—THE 2010 CALANDARS ARE AVAILABLE NOW.***

***COPIES SHOULD HAVE BEEN MAILED WITH THIS NEWSLETTER, PLEASE CALL THE OFFICE IF YOU DO NOT RECEIVE YOUR COPY.***

### CUSTOM PRINTED CALENDARS

What better way to help promote your own business while offering a gift to your customers? Have our annual calendar printed with your name and contact information on every page! Sold at a low cost of \$5.00 with a minimum order of 10 copies.

January 2010						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 OFFICE CLOSED	2
3	4 Oliver, BC (250) 498-2979	5 Kelowna, BC (250) 868-2246	6	7 Vernon, BC (250) 558-9974	8	9
10	11	12	13	14 Edmonton, AB (780) 962-0084	15	16
17	18	19	20 Prince George, BC (250) 564-4760	21	22	23
24	25 Victoria, BC (250) 658-8859	26 Edmonton, AB Vancouver, BC	27 Qualicum Beach, BC (250) 752-0783	28	29	30
31						

February 2010						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Oliver, BC (250) 498-2979	2 Kelowna, BC (250)868-2246	3	4	5 Winnipeg, MB (800)207-2239	6
7	8	9 Golden, BC (250) 344-7062	10 Calgary, AB (800) 207-2239	11 Edmonton, AB (780) 962-0084	12	13
14	15 OFFICE CLOSED	16	17 Quesnel, BC (250) 992-2678	18 Prince George, BC (250) 564-4760	19	20
21	22 Victoria, BC (250) 658-8859	23 Edmonton, AB (780) 926-0084	24 Qualicum Beach, BC (604)805-5473	25	26	27
28						

March 2010						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Oliver, BC (250) 498-2979	2 Kelowna, BC (250)868-2246	3	4 Vernon, BC (250) 558-9974	5	6
7	8	9	10 Calgary, AB (800) 207-2239	11 Edmonton, AB (780) 962 -0084	12	13
14	15	16	17 Prince George, BC (250) 564-4760	18	19	20
21	22 Victoria, BC (250) 658-8859	23	24 Qualicum Beach, BC (250) 752-0783	25	26	27
28	29	30 Edmonton, AB (780) 962-0084	31			

Please visit us online for Seminar times, locations, and more details.

[www.avenaoriginals.com/events](http://www.avenaoriginals.com/events)

# News & Views

To A Healthier You!

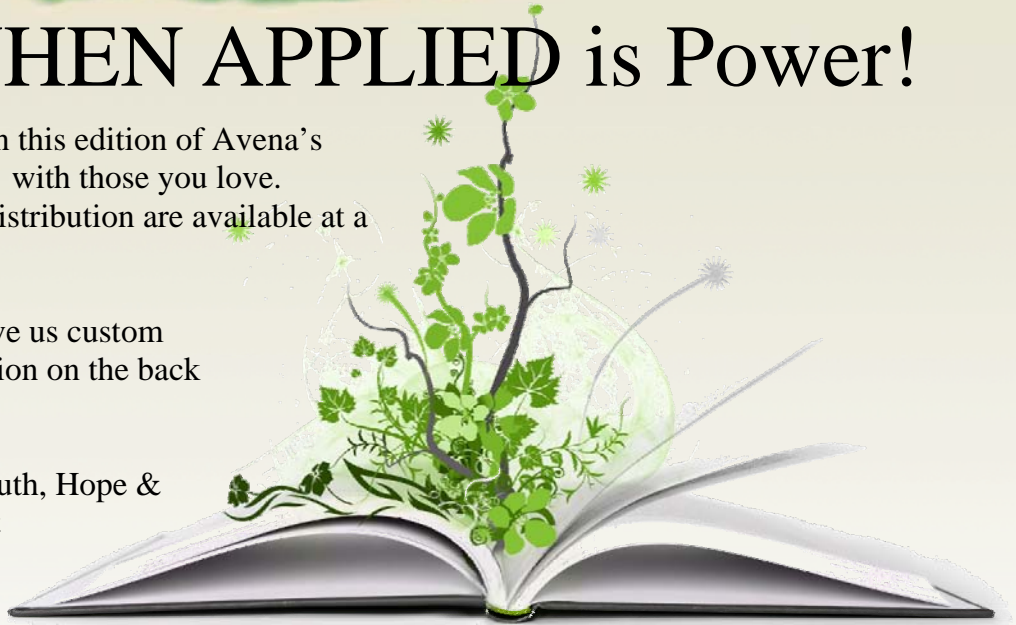


## Knowledge WHEN APPLIED is Power!

Share the life-changing information in this edition of Avena's 'News & Views To A Healthier You!' with those you love. Additional copies for your personal distribution are available at a cost of just \$2.00 per copy!

With orders of 10 or more copies, have us custom print your name and contact information on the back cover at no additional charge.

Help us to spread our 'Message of Truth, Hope & Healing' — call our office toll-free at 1-800-207-2239 to place your newsletter order *today!*



Avena Originals is trying to do everything possible to help preserve the environment. If you would prefer to receive this information via email only, please call us toll-free at 1-800-207-2239.

**PLEASE RECYCLE**



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Toll-Free Telephone: 1-800-207-2239  
Local Telephone: (403) 314-2351  
Toll-Free Fax: 1-888-352-5145  
Local Fax: (403) 314-2081

Health is NOT a matter of CHANCE...  
It's a matter of CHOICE!