
HEMP—NATURE'S MIRACLE PLANT

A COMPLETE SOURCE OF OMEGA 3, 6 & 9

Hemp seed oil is one of the plant kingdom's most concentrated, complete and balanced sources of essential fatty acids (EFA's). In fact, hemp seed oil is nature's richest source of EFA's, with the most ideal ratio of Omega 6 to 3 of any naturally occurring oil (3.75:1 ratio of Omega 6 to 3). And with Omega 3 and 6 EFA's in proper ratios, from an absorbable whole-food source, such as hemp seed oil, your body will actually produce Omega 9. Avena's Hemp Seed Oil is naturally 80% EFA's, more than any other food source in the world.

A BRIEF HISTORY OF HEMP

Hemp is regarded as the world's strongest, most durable, soft natural fiber. Records of hemp use in Egypt and Europe date back to 4,000 BC. With over 40,000 recorded uses, hemp remains one of the most viable crops on earth. Plants grow 6 to 16 feet tall in as little as 70 to 110 days. Since it shades out weeds, there is no need for the use of herbicides. Hemp is resistant to pests, which eliminates the need for toxic pesticides and herbicides. Yet another advantage of this crop is that it has never been genetically altered.

Prior to 1880, hemp was the largest domesticated crop in the world. But, in the early 1900's, hemp's competitors launched an effective campaign. With much misinformation, they managed to initiate hysterical fear, linking industrial hemp to its cousin the cannabis plant. This resulted in the US Marijuana Tax Act of 1937, which imposed such stiff regulations and taxes on hemp cultivation, that it became impractical to grow or produce it. Fortunately, the DEA was defeated in court in February 2004, making hemp food products legal for the first time in over 50 years in the US. Much confusion over hemp vs. marijuana remains to this day, so it is important to point out that psychoactive ingredients are limited to 0.3% and are strictly monitored. Also, the seed, which the oil comes from, does not contain THC, only the flower does; and THC is inactive unless heated to temperatures above 170°F. Today, the United States remains the only industrialized nation not farming hemp. However, with many countries cultivating industrial hemp, including Canada, China, England, France, Germany, Poland, Russia, and Spain (to name just a few), this industry is growing fast!

FATS ARE ESSENTIAL TO LIFE

Sadly, today's culture has been taught to fear fat, when in fact, good fats are essential to life! But not all fats are created equal. Fats and oils in foods are made up of basic units referred to as fatty acids. These fatty acids are classified into 3 major categories: monounsaturated, polyunsaturated, and saturated fats. Two types of polyunsaturated fatty acids—linolenic (Omega 6) and alpha-linolenic (Omega 3 or LNA)—are termed "essential fatty acids", and cannot be produced by the body. They are absolutely essential to health and must be present in our diets in adequate amounts. Quite simply, essential fatty acids and unsaturated oils are good! Saturated (except small chain fatty acids like coconut), trans-fatty acids, and hydrogenated oils are bad.

Essential fatty acids are used by the body to build cell structure, help generate electrical energy, and to produce hormones. They are required for energy production, nerve impulses, brain development and function (our brain is 70% fat!), healthy skin, digestion, inner organ function, the cardiovascular system and the immune system. EFA's also help the body to absorb fat-soluble vitamins in food (Vitamins A, D, E and K), and make other bio-chemicals (such as estrogen, testosterone, Vitamin D, and bile). Because of "low fat diets", and food processing, most people today are deficient in EFA's. Many still fear that fat makes you fat, but good fats actually help to lower LDL (bad) cholesterol levels. This is because "old" fat stored in your tissues cannot be burned efficiently unless "new" fat is eaten, or generated in the liver. According to Udo Erasmus, recommended intake is one tablespoon of good fats per 50 pounds of body weight per day.

COOKED OILS & FATS

Oils and fats that are cooked become highly toxic trans-fatty acids. Cooked oils and fats (especially margarine, vegetable oils, and animal fats) are the most detrimental of all foods. Especially because they are not water-soluble, and since our bodies are comprised mostly of water, the body cannot effectively break them down, which can lead to many health challenges. While the negative effects of saturated fats have been well-documented and reported, an artificial and potentially deadly fat has silently made its way into our food supply. According to the Danish Nutrition Council, gram-for-gram, trans-fatty acids increase the risk of cardiovascular disease 10-fold compared to saturated fats. They have also been associated with increased risk of breast and colon cancers, and pregnancy complications. Trans-fats are generally labeled as “hydrogenated vegetable oil” or “shortening”, and are found in baked goods, chocolate bars, and various fast foods. We encourage you to fill the Omega 3 void in your diet with hemp seed oil, a whole-food source of good fat!

PLANT FATS VERSUS ANIMAL FATS

With much controversy about fish fats and fish oils, hemp oil is an awesome alternative. In his book, *Fats That Heal, Fats That Kill*, Udo Erasmus reports that several species of fish contain toxic fats and oils. One example is the toxic cetoleic fatty acid, which is found in herring, capelin, menhaden, anchovetta, and even cod liver oil! Furthermore, knowing that toxins are generally stored in fatty tissues, and that these tissues can contain many years worth of accumulated toxins—animal fats (containing the pesticides and toxins the animal was exposed to or ate) become less appealing. In addition, research shows that the consumption of animal fats contributes to numerous health challenges from arteriosclerosis, obesity, increased risks of heart attack, stroke and various forms of cancer. While raw animal products might appear to be a good source of protein, the percentage of saturated fats far out weigh the potential benefits, especially when cooked, not to mention their lack of essential fatty acids and fiber. Because they are mostly unusable, these fats are usually stored as fat.

REPORTED BENEFITS OF CONSUMING COLD-EXPELLER PRESSED HEMP SEED OIL

- Excellent source of essential fatty acids, including Omega 3, 6 and GLA
- Lowered blood LDL cholesterol levels
- Lowered blood pressure and risk of heart attack “Heart Healthy”
- Improved cardiovascular circulation and function
- Improved organ function
- Improved immunity levels
- Improved recovery of muscles after exercise
- Improved dry skin and hair conditions
- Increased energy levels and metabolic rate
- Reduced symptoms of PMS and menstrual cramps
- Reduction of degenerated diseases through preventative measures
- Hemp oil penetrates all layers of the skin; has the ability to absorb more photon energy than any other oil; has a natural anti-inflammatory effect; and resists ultra violet (UV-B) light – the kind of sunlight blocked by the ozone layer. Natural SPF.

Quoted from the book “Conscious Nutrition and the Essentials of Hemp”, by Charles Holmes.

BUYER BEWARE—WHAT TO LOOK FOR IN TERMS OF QUALITY

Avena’s Hemp Seed Oil is of the highest quality, raw, and cold expeller pressed from organic, wild-crafted, non-GMO hemp seeds. Through our gentle cold expeller pressing methods, together with our commitment to organic and sustainable agriculture—Avena’s formulators have retained the perfection and natural living energy of raw hemp seeds in this product. Cold-pressed, unrefined hemp seed oil is light green in colour, with a subtle, nutty, grassy flavour—a delicious alternative to olive or flax oils. In contrast, refined hemp seed oil is yellow or clear, with little flavour and nutrients, so buyer beware.

Raw-4-Life Recipes

Instant Cole Slaw

by Sage Stewart

½ cup shredded cabbage

½ cup grated carrot

½ cup diced apple

½ cup diced celery

1 Tbsp. hemp seed oil

Mix together and serve.

Cream of Spinach Soup

by Sage Stewart

1 lb. spinach

1 tsp. hemp seed oil

2 cups water

¼ cup onion

¼ cup celery

Place all ingredients in a blender. Process till smooth and creamy.

Liver Energizer

by Sage Stewart

2 oz. freshly squeezed orange juice

2 oz. grapefruit juice

2 oz. pineapple juice

¼ cup water

2 – 3 Tbsp. Toco

1 – 2 Tbsp. hemp seed oil

Place all ingredients together into a tightly capped jar and shake together. This is a good “pick-me-up”, and energy booster. Take it with you in a thermos, or keep it on hand in the fridge.

Chocolatey Toco Hemp Shake

by Charlene Wieler

2 cups spring water

3 Tbsp. cacao nibs (optional: soak for 8 hours to soften)

3 frozen bananas (peel before freezing)

1 Tbsp. raw agave nectar, raw honey, or 3 dates (remove pits and avoid purchasing pre-pitted dates)

1 Tbsp. raw carob powder (optional)

1/8 tsp. Celtic sea salt, or Himalayan salt

3 Tbsp. Toco

1 Tbsp. hemp seed oil

In a blender, combine 2 cups water with cacao nibs, blend well (avoid this step by pre-soaking nibs). Add the frozen bananas and blend until smooth. Add the remaining ingredients—except for Toco and hemp oil—blend until smooth. Add your Toco and hemp seed oil at the very end, then process on low until well blended. Enjoy! (Note: I like to add Toco and the hemp oil at the end to limit exposure to the metal blades).



*Organic Cold-Expeller Pressed
Hemp Oil*

Regular Price
\$21.50 each

**August Special
\$18.95 each**

— Nature's Miracle Plant!

Hemp seed oil is the most concentrated, complete, and balanced source of essential fatty acids (EFA's). With the most ideal ratio of Omega 3 to 6 of any naturally occurring oil, Avena's Hemp Seed Oil is a delicious alternative to olive or flax seed oils, and is safe for long-term, daily consumption. Omega 3 and 6 EFA's cannot be produced by the body, are absolutely essential to health, and must be present in our diets in adequate amounts. Hemp seed oil is naturally 80% EFA's (more than any other food source in the world!), is high in naturally occurring antioxidants such as Vitamin E, is rich in chlorophyll, and has 4% GLA. Avena's Hemp Seed Oil is of highest quality, raw and cold expeller-pressed from organic, wild-crafted, non-GMO hemp seeds. Its light green colour shows that it is cold-pressed and unrefined. With a subtle, nutty, grassy flavour, hemp can be taken by the spoonful, is delicious in salad dressings or marinades, and makes a great addition to your Toco, Cacao & Goji Smoothies!

Phone 1-800-207-2239 to **order yours today!**

They Finally Arrived!

Avena News CDA—August 2006

1-800-207-2239

www.avenaoriginals.com



Delicious and Nutritious Organic Raw Energy Bars!

With 100% vegan ingredients, our new Organic Energy Bars are the most tasty, nutritious energy bars available on the market! Excellent snacks or meal replacements, these bars are sure to fit the conveniences we expect, while struggling to be healthy in today's fast-paced world. Our President says it best, "Very few people will not fall in love with these Energy Bars—an excellent choice for kid's lunches—nutritious family snacks—or healthy meal replacements at work and at home." Another awesome Avena Originals product to share with your family and friends. An excellent opportunity to introduce potential future members to Avena Originals, and a great way to grow your organization. After all, even those who have not learned the importance of supplementing need to eat. And who doesn't love convenience? *Available in two flavors: Vegan with 90% raw ingredients, or Blueberry, which is 98% raw (the only non-raw ingredient is small amounts of maple syrup on the blueberries).* Nutritious, and so delicious—you'll want to keep a supply of these bars on hand!

Pricing Structure—Avena's Organic Raw Energy Bars:

| Description | Retail Price | Members Price | Available Rebate | 10% Personal Rebate | Members Net Price After Rebate | Net Price Per Bar |
|--------------------------|--------------|---------------|------------------|---------------------|--------------------------------|-------------------|
| Vegan Energy Bar | \$4.49 | \$3.99 | \$2.00 | \$0.20 | \$3.79 | \$3.79 |
| Vegan Bars Case (12) | \$53.88 | \$39.95 | \$20.00 | \$2.00 | \$37.95 | \$3.16 |
| Blueberry Energy Bar | \$4.49 | \$3.99 | \$2.00 | \$0.20 | \$3.99 | \$3.79 |
| Blueberry Bars Case (12) | \$53.88 | \$39.95 | \$20.00 | \$2.00 | \$37.95 | \$3.16 |



Reclaim
your health.

Avena Originals

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Red Deer, AB, Canada T4P 3E8
Order Line 1-800-207-2239
Order Fax 1-888-352-5145
Local (403) 314-2351
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Email: info@avenaoriginals.ca
GST # 86777 3509 RT0001

WWW.AVENAORIGINALS.COM

TOLL FREE 1-800-207-2239

Thanks To Our Valued Members – We Did It!

Just a few short weeks ago, we could not have imagined such an accomplishment so fast! Due to the over-whelming response to our Raw Chocolate and Goji Berries, the Management of Avena Originals has made a substantial purchase commitment to the growers of our Raw Chocolate and Goji Berries for the next year. And, as a result, we were successful in our negotiations to obtain a better price on both of these powerful super foods!

We are excited, and know that you too will be excited to hear that these savings are being passed on to you—our valued members! Although we have inventory in stock at the higher price, our Management team remains committed to providing our members with the best products available at the best possible price!

Therefore, effective August 1, 2006, Avena Originals is passing on these savings by significantly reducing our pricing on these dynamic 100% Raw, Certified Pristine Super Foods!

Prices Effective August 1, 2006:

| Product Description | Size | Current CDA Price | CDA Effective August 1, 2006 | CDA Available Rebate | Members Personal Rebate 10% | CDA Members Product Net Cost |
|---------------------------------------|-------------|--------------------------|-------------------------------------|-----------------------------|------------------------------------|-------------------------------------|
| Raw Chocolate 'Cacao Nibs' | 16 oz | \$31.50 | \$25.00 | \$18.50 | {\$1.85} | \$23.15 |
| Raw Chocolate 'Cacao Nibs' | 8 oz | \$18.50 | \$13.50 | \$10.00 | {\$1.00} | \$12.50 |
| Goji Berries | 12 oz | \$31.50 | \$29.50 | \$26.00 | {\$2.60} | \$26.90 |
| Goji Berries | 6 oz | \$18.50 | \$16.50 | \$13.50 | {\$1.35} | \$15.15 |

*Thanking you for your support!
The Management & Staff of Avena Originals*



Reclaim
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Avena Originals

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Just A Few Final Corrections ***Please make these final corrections to your*** ***Avena Originals CDA Price Lists***

With all the changes in our pricing structure – we have made more errors that we would like to admit – however – we are confident that we have found and corrected all of them within this one final notice. Please be sure to make these corrections to either the Retail Price and/or Members Price in the Avena Price Lists distributed with last months newsletter. Note: Any orders placed during the month of July were processed at the correct price. We thank you for your patience.

The Management & Staff of Avena Originals







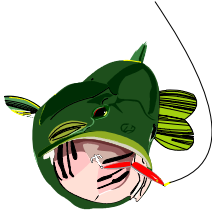

Following are the products that may require correction on your Avena Price List:

| <u>Product Description</u> | <u>Correct Retail Price</u> | <u>Correct Members Price</u> |
|--------------------------------|---------------------------------|----------------------------------|
| Breath-A-Lyzer Refill | \$19.95 | \$14.95 |
| Essentia Shampoo | \$18.00 | \$13.50 |
| Essentia Conditioner | \$18.00 | \$13.50 |
| Essentia Body Wash | \$18.00 | \$13.50 |
| Ionic Magnesium | \$42.50 | \$34.50 |
| Ionic Calcium/Magnesium | \$42.50 | \$34.50 |
| Power C Capsules | \$64.95 | \$54.00 |
| Pet Enzymes | \$19.95 | \$15.00 |
| Super Food Capsules | \$49.95 | \$42.50 |
| Super Food Powder | \$49.95 | \$42.50 |
| (Case 12) Blueberry Energy Bar | \$53.88 | \$39.95 |
| (Case 12) Vegan Energy Bar | \$53.88 | \$39.95 |

August 2006

AVENA ORIGINALS SEMINARS

1-800-207-2239 www.avenaoriginals.com

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | |
|--------|--|---|---|--|---|----------|-----|
| | | 1. <u>KELOWNA, BC</u> 1009 Guisachan Rd For More Info Call Francis Reglin (250) 868-2246 7:15 pm | 2.  | 3.  | 4. <u>WINNIPEG, MB</u> Victoria Inn 1808 Wellington Ave Martin or Charlene Ph: (800) 207-2239 7:00 pm (Francis) | 5. | |
| 6. | 7. HEAD OFFICE CLOSED CIVIC HOLIDAY | 8. <u>MEDICINE HAT, AB</u> ABC Restaurant Highway 1A For More Info Call Don Fedoruk (403) 580-2852 7:15 pm | 9. | 10. <u>EDMONTON, AB</u> West Harvest Inn 178 St & Stony Plain Rd For More Info Call Gloria Ouellette (780) 962-0084 7:15 pm (Francis) | 11. | 12. | |
| 13. | 14.  | 15. | 16.  | <p><i>August Special:</i> HEMP SEED OIL <i>Raw, Organic, Cold Expeller-Pressed</i></p> | | | 19. |
| 20. | 21. <u>VICTORIA, BC</u> Vacation Inn 3020 Douglas St For More Info Call Louis Hoolaeff (250) 658-8859 7:15 pm | 22. <u>BC</u> <u>VICTORIA</u> 486 Fraser Prod PkUp Ph: Elaine St Laurent (250) 384-7064 9:00 am | 23. | 24.  | 25. | 26. | |
| 27. | 28.  | 29. <u>EDMONTON, AB</u> Best Western Gateway Blvd For More Info Call Gloria Ouellette (780) 962-0084 7:15 pm (Mel) | 30. | 31.  | Sept 1  | Sept 2 | |

September 4: Oliver, BC (Sept 4 Head Office Closed Labour Day) September 5: Kelowna, BC September 7: Winnipeg, MB