
NEW FEATURES AND TERMINOLOGY

Check out our new website! If you haven't already done so, we encourage you to spend a few minutes surfing our new site at www.avenaoriginals.com New features include an interactive *Calendar of Events*, several new *Symptom-based Testimonials*, a *FAQ* section (frequently asked questions); *Articles of Interest*; *Avena's Policies and Procedures*; and lastly *Raw Recipes*.

Shopping online 24 hours a day, 7 days a week is back! And to celebrate with you, for any orders placed through our website from October 1 to October 31, 2005 you will receive \$5.00 off your order by simply entering coupon no. **SQKUQ1** during checkout. Please note, this offer is **ONLY** available for orders placed online during the month of October. Before you can place an online order, you will need to be registered into the system. You can do this yourself from the 'store' using the 'register' option. Each new online entry will then have to be approved by Avena Originals, which could take 24 hours to process before shopping at members price. The alternative is to contact the Avena office to have a staff member instantly set up your online account.

Aside from being open 24 hours a day 7 days a week, other time-saving and convenient features for online ordering include: saving your frequent order baskets; the ability to track the status of your orders - receiving confirmation of payment and shipping, including your waybill number and tracking information; the ability to review your online order history; and the opportunity to participate in our website exclusive specials!

Our two existing types of memberships are now referred to as 'Personal' and 'Corporate'. The **NEWEST** feature of our memberships is that starting in November 2005, they will be *automatically renewed* each year on the membership anniversary date, and charged to the designated credit card on file. This will address the many concerns of members who failed to renew their memberships on time.

The **Personal** Health Club Membership = \$10.00 per year (formerly referred to as a "partial" membership) Designed for customers interested in purchasing products for their own personal use, and not initially planning on referring any family, friends or associates to Avena Originals

- entitles you to purchase all Avena products at Member Only wholesale prices
- includes a spiral-bound product informational catalogue
- entitles you to participate in Avena's Group Volume Rebate Plan
- enjoy monthly company newsletters and calendar of events at no charge
- through our secure website - online view of personal information and online order history

The **Corporate** Health Club Membership = \$25 per year (formerly referred to as a "full" membership) Designed for the member who has referred family and friends to Avena Originals and is excited about the benefits of the Group Volume Rebate Program and the possibility of achieving free health!

Enjoy all the benefits of the Personal Health Club Membership PLUS:

- Avena's Corporate Full Color Informational Guide in binder format
- an Audio CD with interviews by our two formulators: Michael O'Brien and David Elliott, MH
- a resource CDROM with all our printable applications, forms, brochures, renewals, etc.

To simplify matters even more, we have renamed the different levels and features within the classes of memberships available. We have incorporated the use of the metal colours from 'bronze' to 'diamond'; instead of 'preferred', 'basic', 'advanced' and 'qualified advanced'. The gradation in degree of worth of the metals is general knowledge, and will help us to clarify and for you to understand the various levels.

Avena News

Our Group Volume Rebate Program, formerly the Purchase Volume Discount Program, remains unchanged with the exception of the terms used for each category. 'Preferred' members are now known as Bronze members; 'Basic' members are Silver members, 'Advanced' members are Gold, 'Qualified Advanced' are Platinum, and 'Qualified Advanced with over ten referral members in their first level' are Diamond. Note, to participate in the Group Volume Rebate Program, purchases need to be made either every month, or at least the month before any of those members whom you referred to Avena make purchases.

The Referral Group Volume Rebate Program offers 5 rebate opportunities. The following briefly describes these categories and their new titles – for more detailed information, spend some time reviewing this section on our new website at www.avenaoriginals.com

The **Bronze** Member (previously referred to as a Preferred member)

- receives wholesale prices (about 20% savings from retail)
- may re-sell products at retail prices
- is not qualified to receive any available rebates unless upgrading to **Silver** for the following month by purchasing a minimum of \$39.95 in the current month

The **Silver** Member (previously referred to as a Basic member)

Includes all the benefits of a Bronze member, plus:

- when ordering \$39.95 the previous month will receive 10% of the available rebates from products purchased in their organization of Bronze, Silver, Gold, Platinum, and Diamond members for the first three levels
- upgrade the following month to **Gold** Member by buying a minimum of \$85.00 in the current month

The **Gold** Member (previously referred to as a Qualified member)

Includes all the advantages of a Silver member, plus:

- by purchasing \$85.00 of products monthly will receive 12% of the available rebates from products purchased within your organization of Bronze, Silver, Gold, Platinum, and Diamond members for the first three levels
- upgrade the following month to a **Platinum** member by having a minimum of two Gold, Platinum or Diamond Health Club Members in the first level in the *current* month

The **Platinum** member (previously referred to as a Qualified Advanced member)

Includes all the advantages of a Gold member, plus:

- by purchasing \$85.00 of products the previous month, the additional advantage is participation in the Platinum Bonus Share Program IF this member has a minimum of two Gold, Platinum, or Diamond members in their first level of referred members
- the Platinum member receives a share of the minimum 10% of the rebates from their fourth level and beyond
- upgrade the following month to a **Diamond** member by having a minimum of eleven Gold, Platinum or Diamond Health Club Members in their first level in the *current* month

The new **Diamond** member:

Includes all the advantages of a Platinum member, plus:

- by purchasing \$85.00 of products the previous month, the additional advantage is participation in the Diamond Profit Share Program - *automatically* participate in Avena's own Profit Share Program of five dollars for each *Gold, Platinum, or Diamond* member in the first level *after* the original first ten members on into infinity!

Calculations and distribution of rebates is on a 'real time' basis, thus are done by the computer immediately upon posting a purchase. This explains the requirement for a member making a purchase the month before anyone in their organization places an order to qualify for rebates. Rebates accumulate in each applicable member's G.V.R. account for distribution monthly by check or for credit onto their personal member account on the first business day of the following month.

NEW WEBSITE — WOW!!!

Avena has launched its new efficient and easy-to-use website at www.avenaoriginals.com Check it out, go into the different areas and browse around. Anything that you would like to know about Avena Originals and the Avena products is now easily available, including answers to many of the most frequently asked questions. We have also included several new symptom-based testimonials, articles of interest on many different topics, raw food recipes for those who are looking for fun and easy ways of including more raw food into their diets, an interactive calendar of events in which you can browse through months in advance to find upcoming events in your area, monthly newsletters in the library, and a shopping basket for easy and efficient online ordering.

Receive \$5.00 OFF on all your ONLINE ORDERS!

Coupon # SQKUQ1

***** Valid October 1 – 31, 2005 - Offer applies only to online orders. *****

To celebrate with you, Avena is offering a \$5.00 coupon that may be applied to each and all of the online orders made during the month of October. Simply enter the five digit coupon number during the 'check-out' process to receive your discount! The code number for this coupon is **SQKUQ1**.

Membership Renewals

The NEWEST feature of our membership subscriptions is that starting in November 2005, current memberships will automatically be renewed each year on the membership anniversary date and charged to the designated credit card on file. The automatic renewal of memberships will be at their current level (eg. if a corporate membership has been enjoyed the renewal will take place at the corporate level). This automatic process will address any concerns of those who might fail to renew their memberships in time to avoid the resulting expiry consequences.

However, there may be those who do not wish to have their memberships renewed automatically, and instead wish to let their membership lapse. For these people, simply complete the bottom section of this page and mail or fax back to our Head Office. Please note, we require receipt of this form two months in advance of the membership expiry date.



To: Avena Originals #20, 6200 – 67A St Red Deer, AB T4P 3E8 Fax #: (403) 314-2081

Re: Automatic Membership Renewal on Membership Anniversary Date, Member # _____

I/we **do not** wish to have Avena Originals automatically renew my/our membership on the anniversary date of the membership.

Signed: _____ Address: _____

Print Name: _____ Phone: _____

Avena News

New RAW Recipe Book – Now Available Through Avena Originals

‘Rainbow Green Live-Food Cuisine’

by Gabriel Cousens, M.D. and the Tree of Life Café Chefs

Avena Originals promotes the raw food diet, and although 100% raw food may be our ultimate goal, achieving a 80/20 rule would improve your health beyond your wildest dreams! That is, 80% raw and only 20% cooked. However, in the case of serious illness and disease, Avena Originals strongly recommends that you strive to follow a 100% strictly raw foods lifestyle. Because of this, we are excited to have found a book that we can confidently promote to our members - regardless of their goal, whether it be 100, 80, or whatever percentage raw.

In addition to an enormous array of fantastic and 100% healthy recipes, some of the topics in this informative 2-section book include: How to Develop the Best Diet for Yourself; Enzymes; Nutrition for Children; Health Secrets of Live Foods; Cooked vs. Raw; Preventing Jet Stress; Taste Balancing; Food Preparation Equipment; and Miscellaneous Hints and Tips.

Our Raw Foods Lifestyle Specialist, Charlene Wieler, is passionate about the raw foods lifestyle, and based on the accuracy and thoroughness of its contents, recommends *Rainbow Green Live-Food Cuisine* as her “first choice for other recipes”.

To order your copy, contact Avena Originals at 1-800-207-2239 or visit www.avenaoriginals.com

Raw-4-Life Recipes

Pumpkin Pie

by Gabriel Cousens, M.D. and the Tree of Life Café Chefs www.treeoflife.nu

Yield: One 10” pie

Equipment Required: food processor, blender and dehydrator

FILLING:

1 medium pumpkin, peeled
(try the Japanese squash variety)
1½ C pine nuts
¾ C coconut water or water
1 T coconut butter
3 t cinnamon
1 t nutmeg
2 T pumpkin pie spice
4 dried apricots, soaked

Blend pumpkin in a food processor with the “S” blade until relatively smooth. Place in a glass bowl with coconut water or water. Place bowl in dehydrator for 5 hours at 140°. Make sure that the water does not dry up. The pumpkin should always be covered by water. (The water stops the food temperature from increasing to the point of enzyme destruction.) Remove from dehydrator, and blend in a high-power blender. (Only a high-power blender will make it very creamy.) Blend in remaining ingredients.

CRUST:

2 C flax, powdered
½ C hemp seeds
½ C Almond Mylk
2 T coconut butter, melted
1 t Celtic salt

Mix by hand flax, hemp seed, salt, and coconut butter until you achieve the consistency of coarse corn meal. Add Almond Mylk or coconut water and mix. Press into 10’ glass pie plate

Pour filling into crust and serve warm or chilled.

Avena News

Exclusively for Avena Originals Members!!! **Factory-Direct Pricing from Excalibur** *America's Best Dehydrator*

We are excited to announce special pricing factory-direct from Excalibur, which is exclusive to our Avena Originals Health Club members!

SPECIAL CODE: #AV05

The special consists of a Dehydrator of choice, a FREE 10 year warranty (valued at \$29.95), 2 FREE Teflex Sheets (valued at \$21.00), FREE shipping in the US (valued at \$24.95) or \$15.00 shipping to Canada, and **15% OFF merchandise total.**

<u>Dehydrator Options:</u>	<u>Retail Price</u>	<u>Price with 15% Discount</u>
3926T – 9 tray Excalibur Food Dehydrator with a 26 hour timer	\$249.95	\$212.46
3900 – 9 tray Excalibur Food Dehydrator	\$219.95	\$186.96
3526T – 5 tray Excalibur Food Dehydrator with a 26 hour timer	\$209.95	\$178.46
3500 - 5 tray Excalibur Food Dehydrator	\$189.95	\$161.46
<u>Teflex Sheet Pricing:</u>		
TF14 Teflex Sheets – buy 2 get 1 FREE	\$10.50	\$8.92
<u>Other Products:</u>		
PIN – Preserve it Naturally Book	\$24.95	\$21.21
* OVS – The Original Boerner V Slicer (mandoline)	\$34.95	\$29.71
* OVS slicer must be shipped in its own box – if ordered, there is a \$7.50 additional charge for shipping		

All prices are in U.S. dollars.

To order, contact Excalibur direct by telephone (916) 381-4254, fax (916) 381-4256 or www.drying123.com
When ordering, members MUST have their membership number AND give the operator special code #AV05.

This is an AMAZING offer. In fact, probably THE BEST special Excalibur has ever put together!

Q. Why Excalibur?

A. It is the dehydrator highly recommended as a 'first choice' by reputable and long-term raw foodists.

From the Excalibur website: Excalibur developed the "Parallex Drying System" for the commercial market. In developing a commercial machine that meets the rigid standards of the U.S. Department of Agriculture (USDA), EXCALIBUR discovered the Six Essential Qualities in an industrial food dehydrator. They are:

1. Electrical Design - to protect from drips or spillage, electrical components cannot be located under the food being processed.
2. Adjustable Thermostat - is mandatory; herbs dry at 95°F and jerky dries at 145°F.
3. Speed of Drying - discoloration, spoilage, and loss of flavor and nutrients result if drying time is prolonged.
4. Durability - a machine must be strong and able to perform at maximum productivity 24-hours per day, 7 days a week during busy seasons.
5. Cleanability - must have a seamless bottom and trays that are easily cleaned with super hot water.
6. Versatility - trays must be removable to accommodate a wide variety of foods in various sizes.

Every Excalibur Dehydrator has ALL 6 of these essential qualities.



Avena Originals
Newsletter
Canada

October 2005
#20, 6200 - 67A Street, Red Deer, AB T4P 3E8
(Heritage Plaza) 1-800-207-2239

Here We Grow Again!

'New' Products

Pristine Water



Natural Canadian Water

Has a pH of 8.23 1 litre

Member's Price per Case (12): \$30.00

- Member's GVR: \$12.00

Available locally and at Meetings - \$3.00 ea

Water – the way Nature made it. From deep beneath the surface at the base of the Rockies, we bring to you 'Pristine Water'— Nothing Added, Nothing Removed. We let 'Mother Nature' do her job and then we put it in a bottle and bring it to you....

Due to the cost of shipping – Management realizes this product will mostly be enjoyed by local Members and/or Members attending Avena Presentations in Alberta and BC. Francis will try to carry a small quantity of this product. However, due to space and weight, availability at meetings outside of Head Office in Red Deer will be limited. Once you experience the taste of this water, you will appreciate its purity – your body will love you for it!

Plus Freight Rates Per Case (12)

<i>Anywhere in:</i>	<i>Alberta</i>	<i>\$12.00</i>
	<i>British Columbia -</i>	<i>\$13.00</i>
	<i>Vancouver Island -</i>	<i>\$13.50</i>
	<i>Saskatchewan -</i>	<i>\$16.50</i>
	<i>Manitoba -</i>	<i>\$17.50</i>
	<i>Ontario -</i>	<i>\$22.00</i>

Phone 1-800-207-2239 to order



Avena Originals
Newsletter
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October 2005

#20, 6200 - 67A Street, Red Deer, AB T4P 3E8
(Heritage Plaza) 1-800-207-2239

Here We Grow Again! 'New' Products

*Nature's Healthier Approach
to Under-Arm Protection*

Non-toxic deodorants: Avena Originals patent-pending formula combines Limonoids, Bioflavonoids, and Lichen to naturally eliminate odour. Contains lymph-cleansing and anti-carcinogenic herbs, making this the first stick to offer anti-tumour ingredients. Avena's deodorants eliminate aluminum, petroleum-derived chemicals including propylene glycol, steareth 100, and polysorbate 20. Completely free of parabens, triclosan, ethylhexylglycerin, and all synthetics.

**Avena's Natural Deodorant,
enriched with natural antioxidants,
2 choices available**

**'Lemon Grass'
&
'Natural'**



Member's Price: \$6.99 each

Member's GVR: \$4.00 each

Phone 1-800-207-2239 to order

Freight Fuel Surcharge

Unfortunately, Avena Originals is not exempt from the rising costs passed on to us in the form of 'Fuel Surcharges' by all freight carriers, including Canada Post as shown below:

Canada Post	charges Avena	6.75 %
Greyhound	charges Avena	4.75 %
Purolator Courier	charges Avena	<u>8.75%</u>
Average increase		6.75%

This increase to all shipments received from all suppliers, and also on all products shipped from Avena Originals to you – our Members, has forced the Management of Avena Originals to implement a Freight Fuel Surcharge to partially off-set the 4.75% - 8.75% that is being added to every shipment by our freight carriers as a Fuel Surcharge.

We regret that we are forced to either increase the prices of our products, or increase the freight, or find other ways to off-set these constant increases.

Therefore, effective October 1, 2005, Avena Originals will be adding a Freight Fuel Surcharge of 6% of the freight charge that is applied to every order shipped by any freight carrier. Note: This surcharge does not apply to products picked up at Avena Seminars, or picked up at our Head Office in Red Deer AB, or the office in Kelowna BC.

By making this a separate surcharge on your invoice, rather than increasing the freight rates, enables Avena Originals to change the surcharge according to the increases or decreases from our freight carriers—which fluctuate with fuel costs. Even though 90% of the packages are shipped via Canada Post and/or Purolator, Avena has elected to add the surcharge of only 6%, which is below the average fuel surcharge costs.

We trust everyone understands that everything is affected by high gas prices, and that Avena's cost of shipping is not an exception. We thank you for your understanding and assure you that when the freight carriers decrease our surcharge below this 6% surcharge – Avena will promptly decrease our fuel surcharge accordingly, and hope to eventually eliminate it altogether.

Mel Tarry – President
Francis Reglin – Vice President
Kathy Tarry, Director