

APPLE CIDER VINEGAR,  
herbified



NEW

APPLE CIDER VINEGAR  
WELLNESS SHOTS

What happens when you combine apple cider vinegar with herbs? If you ask us, we'll say: some pretty serious magic. Meet Flora's new Apple Cider Vinegar Wellness Shots. Thoughtfully brewed in small batches, these daily wellness shots blend the highest quality, US-made apple cider vinegar with herbs and select botanicals like turmeric, ginger, elderberry, and red beet for an extra health and flavour kick. The result is the perfect combination of refreshment and revitalization or—as we like to say—magic. Available in four enticing blends: spicy Ginger & Lemon, rich and fruity Elderberry, earthy and aromatic Turmeric & Cinnamon, and earthy and sweet Red Beet.



NPN 02242012

*Iron: Why Form Matters*

If you're like most folks, you don't give much thought to the kind of iron you're taking. Iron is iron, right? Nope! Iron comes in different forms, and which one you take affects how much you absorb. Not only that, taking the wrong kind of iron can upset your tummy and back you up. *Yikes!*

*So which form of iron is best?*

A study published in an Italian gynecological journal looked at that very question.<sup>9</sup> Researchers recruited 40 iron-deficient pregnant women and women who had recently given birth. They had them take four different forms of iron to see how effective each was at raising blood iron levels. The forms tested were: liquid ferrous gluconate, solid ferrous gluconate, ferrous sulfate, and ferric protein succinylate.

**One form surpassed the others**

All four forms of iron did what they were supposed to do: improve red blood cell count, hemoglobin, hematocrit, and blood iron levels. But one form—liquid ferrous gluconate—required a lower dose to be effective than the others, pointing to its superior absorption.

Even more important, liquid ferrous gluconate was the only form of iron that produced no side effects. In all three other groups, 10 to 20 percent of the women dropped out of the experiment because of gastrointestinal discomfort. Who could blame them for that?

**One more reason to love Floradix®**

A supplement only works if you're willing to take it. That's why Floradix® is made with liquid ferrous gluconate, along with whole food concentrates and B and C vitamins (plus rosehips) to further aid absorption. Drink up!

<sup>9</sup> Casparis DJ, et al., Minerva Ginecol. 1996 Nov;48(11):511-8.



HONEY, LET'S  
BEE REAL

You can trust that Flora's Mānuka Honey is 100% genuine.

Mānuka honey is a special honey made in New Zealand from the nectar of the mānuka tree. It's important to note, some labels might say "mānuka" even when the honey inside is missing the enzymes and antioxidant properties of true mānuka honey. So how can you be sure you're getting the real thing? Flora Mānuka Honey is UMF™-certified and every jar is 100% traceable, all the way back to the source. Just scan the code on the label to learn where your honey was made, its lab test results, and its UMF™ rating. Flora is dedicated to providing pure mānuka honey—because you deserve the sweet truth.



Non-GMO | Sustainable  
Unpasteurized



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Available in natural health food stores, select grocery stores and pharmacies.

MARCH - APRIL  
2019

Pulse

Wellness tips for a healthy lifestyle

SPRING IS ON THE WAY!

While it may not feel like it in your neck of the woods quite yet, take heart: spring is coming. It's a time to embark on new beginnings, to appreciate the earth coming back to life, and to get your energy up and running after the quiet, slow pace of winter.

In this issue of PULSE, we cover honey, plants and newfound energy. We'll help you sort out real from fake in the world of mānuka honey, explain how plants can help keep aging at bay, and talk about why not all forms of iron—an essential energy-boosting mineral—are the same.

Inside:

*Honey, Let's Bee Real*

What you need to know before buying mānuka honey

*3 Ways Plants Can Make You Look and Feel Younger*

*Iron: Why Form Matters*

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