APPLE CIDER VINEGAR, herbified PLOILA VINEGAR Stand Stand WELLNESS SHOT **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.



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. 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!



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



florahealth.com | @florahealthy | #BeFloraHealthy | 1.888.436.6697 Available in natural health food stores, select grocery stores and pharmacies.

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.



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⁹ Casparis D, et al.. Minerva Ginecol. 1996 Nov;48(11):511-8.

Honey, Let's Bu Real

What you need to know before buying mānuka honey

In New Zealand, there grows a tree the native Maori people call mānuka. They use its durable wood to make tools and smoke meat. and they make an essential oil from its leaves. But the most special thing about the mānuka tree may be its white or pink blossoms. These flowers attract bees that make honey from the nectar, and this one-of-akind elixir contains special enzymes and antioxidants other honey doesn't. It's called

mānuka honey, and it's prized

worldwide.

- Look for UMF™. Reputable mānuka honey brands are licensed by New Zealand's Unique Mānuka Factor Honey Association™. The UMF™ trademark quarantees that your mānuka honey has been third-party tested to ensure it contains mānuka honev's three signature compounds. The higher the UMF™ rating, the higher the concentration of these compounds.
- 2. Choose your grade. MGO (Methylglyoxal) is the compound responsible for some of mānuka honey's unique properties and forms the basis of the UMF™ grading system. The higher the MGO number, the higher the grade of mānuka honey.
- **3. Trace it back.** Transparent manufacturers include a traceability system right on the label. Using your smartphone, you can scan the code to trace your jar of honey back to the source.

Flora is proud to announce we've partnered with Onuku Limited, a 100% mānuka honey, you know you're getting the genuine article. Every jar of Flora Mānuka Honey is:

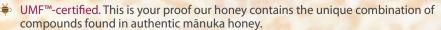
Here's how to make sure your manuka honey is the real deal.

- UMF™-certified. This is your proof our honey contains the unique combination of
- you are buying, ranging from 30+ to 515+.
- **♦** 100% traceable. Just scan the NFC tag on the label to access information about the batch, region, lab tests, and UMF™ certification.
- Environmentally and socially conscious. You can feel good about our manuka honey because it's sourced from an eco-friendly, 100% Maori-owned bee farm in New Zealand.
- antibiotics.

IT'S AS SIMPLE AS 1-2-3.

Introducing Flora Manuka Honey!

Maori-owned company based in Whakatane, New Zealand, to bring Flora Manuka Honey to market. We've gone the extra mile to ensure that when you purchase our



MGO-graded. One glance at the label tells you exactly what grade mānuka honey

- Pure. Our manuka honey is free from additives, preservatives, pesticides and

3 Ways Plants Can Make You Look and Feel Younger!

Ponce de Leon clocked a lot of hours searching for that elusive fountain of youth. The problem was he was looking in the wrong place. The fountain of youth isn't in Florida... it's in your garden! Here are three ways plants can help you look and feel

1. Plants Have Your Back...and nearly every other part of your body. Name a body part and chances are there's a plant that helps keep it strong and healthy. Blueberries promote brain health and cognition; tomatoes support breast and prostate health; flax is a friend of the heart; dark leafy greens support joint comfort; and sweet potatoes promote clear vision. ^{2,3,4,5,6,7} The message is clear: plants do a body good!



NPN 02242452

2. Plants Get Under Your Skin. Know what vour hair, skin, and nails have in common? They're all made of collagen, Vitamin C helps your body make collagen, so foods rich in vitamin C like citrus fruits, strawberries, and bell peppers contribute to healthy hair, nails, and

Know what else your body needs to make collagen? The mineral silica! Just keep in mind: not all silica is the same. Unlike many silica supplements, which are made from quartz. rock or sand, Florasil® is derived from the spring horsetail plant, which has over 30 naturally

occurring trace minerals and flavonoids that aid absorption. Extracted gently without chemicals, Florasil® maintains your skin's elasticity and helps you grow strong nails and lustrous hair.

3. Plants Turn Down the Heat. Inflammation is the body's response to a threat. Short-term, that's a good thing, but chronic inflammation can age you prematurely. What you eat matters. Refined carbs (think white bread and pasta), fried foods, and soda are all inflammatory nightmares. Plant foods like tomatoes, citrus, berries, nuts, olive oil, and leafy greens fight inflammation, keeping you young. 8

If you've got varicose veins, inflammation is partly to blame. **CircuVein** to the rescue! Made from citrus bioflavonoids, CircuVein supports vein health by helping reduce inflammation. In fact, it's been clinically demonstrated to reduce the appearance of varicose veins, promote healthy circulation and reduce occasional swelling in the legs and ankles.

Now that's a sweet deal

- ² Krikorian R, et al. J Agric Food Chem 2010 Apr 14; 58(7):3996-4000.
- ³ Levi F, Pasche C, Lucchini F, La Vecchia C. Int J Cancer. 2001 Jan 15;
- Everson KA, McQueen CE. Am J Health Syst Pharm 2004;61(15):1562-6.
- ⁵ Morrison N. Nutraingredients. 2016 Jun 30. http://www. nutraingredients-usa.com/Research/Marine-plant-based-omega-3smay-lower-risk-of-heart-attack-deaths
- ⁶ Arthritis Foundation. https://www.arthritis.org/living-with-arthritis/ arthritis-diet/best-foods-for-arthritis/best-vegetables-for-arthritis.php 7 Maron DF. Scientific American. 2014 Jun 23. http://www. scientificamerican.com/article/fact-or-fiction-carrots-improve-your
- ⁸ Harvard Women's Health Watch. 2014 Jun. Updated 2018 Nov 7. https://www.health.harvard.edu/staying-healthy/foods-that-fight-

Krader K. Bloomberg.com. Aug. 26, 2018. https://www.bloomberg.com/news/articles/2018-08-26/the-new-zealance honey-that-s-causing-legal-problems-in-the-u-s

10,000 tons of the stuff sold annually. You do the math.

The problem is that fake manuka honey abounds.

Because mānuka honey is in high demand but short supply, it's not cheap. High

price points have attracted a huge market for counterfeit mānuka honey—honey

that's labeled mānuka but is actually just your average, garden-variety honey. In

1,700 tons of mānuka honey produced in the country every year, there are over

fact, the New Zealand Ministry of Primary Industries notes that while there are only