



Voted Best Health Food Store by You!

Enjoy delicious & nutritious comfort food



Image courtesy of CasualCamera.com

vitamins • natural groceries • organic produce



LIFESTYLE MARKETS & SELECT STORES

"Celebrating 12 Years of Natural Health"

Cook Street Village • Sidney • Douglas Street

Prices Effective October 31st - November 25th, 2007

Get More From LIFE

Improve Mental Outlook Naturally
o3mega joy

o3mega+ joy is a specific enteric-coated mood support formula with concentrated EPA, proven to assist in regulating mood, including depression.

\$34⁴⁸

120 Softgels



A Natural Anti-Inflammatory
Serrapeptase Rx™

Enerex

Serrapeptase digests non-living tissue, blood clots, cysts, arterial plaque and inflammation in all forms. The late German physician, Dr. Hans Nieper, used Serrapeptase to treat arterial blockage in his coronary patients.

\$63⁹⁸

240K Caps • 60,000 IU



Nature's Path
Hot Cereal

320 - 400 g
Product of U.S.A.

\$3²⁸



Green & Black's
Organic Chocolate Bars

100 g • Select Varieties
Product of Italy

\$3²⁸



SHOP WITH CONFIDENCE! WE WILL MATCH ANY COMPETITOR'S ADVERTISED PRICE ON ANY ITEM WE STOCK.

Good health is for everybody.



Healthy energy + more
greens+extra energy



Do you often feel tired or unable to get through your day without relying on coffee, colas or "energy" drinks? While many of these sources may give you energy, they often cause feelings of 'highs and lows', leaving you more tired than before - not to mention they often contain added sugar and artificial ingredients.

\$51⁹⁸
409-445 g

Struggling with the 'blues'?
multi+ daily joy



multi+ daily joy is the ideal multi-vitamin for you. In addition to being a complete, high potency multi-vitamin/mineral, it contains increased dosages of 8 important ingredients, proven to positively improve mental outlook.

\$27⁹⁸
120 Tabs

Natural Way to Improve Mental Outlook
o3mega+joy



o3mega+ joy is a specific enteric-coated mood support formula with concentrated EPA, proven to assist in regulating mood, including depression. o3mega+ joy provides a natural way to improve mental outlook, and was developed by naturopathic physician and essential fatty acid authority, Dr. Alan C. Logan.

\$34⁴⁸
120 Softgels



Balanced Formula
Only Minerals



Every cell in your body depends on minerals for proper function and structure. Ensure optimum bone and joint health with SISU Only Minerals - a balanced formula containing Calcium, Magnesium, Selenium, Zinc, Copper, Potassium, Molybdenum, Silicon, Iodine, Vanadium, Manganese and Chromium.

\$9⁴⁷
120 Capsules

1000 IU
Sublingual Vitamin D



Vitamin D is essential for the proper absorption of calcium and therefore vital in building and maintaining healthy bones and teeth. Our bodies naturally make vitamin D when our skin is exposed to sunlight, however additional vitamin D may be required by those living in northern climates, or those who stay indoors most of the time. Additional vitamin D may also be required as we age and become less able to produce our own vitamin D from sunshine.

\$3⁹⁸
90 Tablets

Boost your immune system all year long
Ester C[®] 667



Your immune system helps you stay mentally and physically at your best despite the draining effects of everyday life. Without vitamin C, your immune system cannot support you properly, and the only way to get vitamin C is from food or supplements. Achieving therapeutic levels of vitamin C can be difficult with food alone and most supplements are nothing more than old-fashioned ascorbic acid which can be hard on your stomach and often poorly absorbed.

Ester-C[®] is a unique, patented, non-acidic form of vitamin C and the only vitamin C that has been clinically proven in published, human trials to be absorbed into the white blood cells of the immune system and to remain there up to 24 hours!

Get 11% more Ester C[®] in every capsule!

\$29⁹⁷
210 VegiCaps

Green Your Oil with Antioxidant
EFA Oil Blend



Naturally rich in Omega 3 & 6 EFAs and featuring an impressive array of other good fats, antioxidants and phytonutrients, our oils are cold-pressed from premium, unrefined organic botanicals. Just one green tablespoon a day will keep your engine purring!

\$24⁹⁸
500 mL

For Optimal Balance
Vega Smoothie Infusion

Now there's a yummy, convenient and affordable way to give your favorite shake or smoothie an instant boost of complete protein, fiber, Omega 3 EFAs and green foods!



Just blend Vega Whole Food Smoothie Infusion with fruit, ice, water or juice to create a whole food fortified custom smoothie creation your entire family will love! Like all Vega products, Smoothie Infusion is made exclusively from natural plant based whole foods and free of common allergens.

\$25⁹⁸
454 g or 12x 30 g pouches

100% Raw • Whole Food
Vega Energy Bar

Unlike traditional cooked and processed bars, Vega bars are 100% raw, alkaline and enzymatically alive. Each bar features 10g of complete raw protein for easy digestion, enzyme-rich sprouts, Omega 3 & 6 EFAs and fiber.



\$3⁴⁷
63 g Bar



Complete 7 Day Cleansing Program



This revolutionary complete cleansing program is scientifically formulated to provide gastrointestinal healing and complete nutritional support for your body as it goes through the detoxification process. The program is a 2-step process that prepares the digestive and gastrointestinal systems, then detoxifies, while nourishing the body. After completing the program, people feel energized with a greater sense of well being, may have shed some pounds and have taken vital steps toward good health! For vibrant health, improved digestion and increased energy, revitalize yourself by scheduling the 7 Day Total Nutritional Cleansing Program every 3 months.

\$49⁹⁸ Kit



BONUS SIZE



MSM Joint Formula

Natural Factors' superior remedy for painful joints and connective tissue contains a combination of MSM (Methyl-sulfonyl-methane), Glucosamine Sulfate and Chondroitin Sulfate. This combination works to maintain the structural integrity of joints and connective tissue while it jump-starts the healing process.

\$24⁹⁸ 240 Caps

BONUS SIZE



Time Release Vitamin C

In addition to Vitamin C's powerful antioxidant & infection-fighting properties, this product contains added bioflavonoids and is presented in a time-release form because Vitamin C can not be stored in the body. These plant components are known to improve circulation, memory and varicose veins, and to reduce high blood pressure and risk of stroke.

\$13⁹⁷ 210 Tablets



Super Strength CranRich™

CranRich Cranberry concentrate supplies a very high 36:1 ratio of concentration (others are 18:1). CranRich uses advanced EnviroSimplex technology, providing product uniformity while protecting the active ingredients from oxidation during the manufacturing process, providing an unsurpassed level of quality.

High on the ORAC scale (Oxygen Radical Absorbance Capacity) that measures the antioxidant ability of a substance, CranRich protects against age-related conditions, loss of memory and coordination.

Proanthocyanidin flavonoids in CranRich help urinary tract infections by reducing the ability of bacteria like E. coli to adhere to the lining of the bladder and urethra, thereby reducing and fighting off infections.

\$17⁹⁸ 180 Capsules



With Iron Super Multi

Perfect for women and teenagers. Super Multi Plus is excellent for daily stress, busy lifestyle requirements, as well as maintenance and prevention. Contains 25mg's of B's, Iron and extra potency lipotropics and minerals. Recommended dosage is 1 or 2 tablets daily. Not recommended for children.

\$20⁹⁸ 180 Tablets



200 mcg Selenium Yeast SelenoExcell™

This is a superior, easily absorbed form of the antioxidant mineral that works with Vitamin E to fight free radicals. As a trace mineral Selenium helps promote normal growth, fertility and detoxification, as well as helping to slow aging. SelenoExcell™ is for those who want the most bio-available and potent form of Selenium.

\$8⁴⁸ 90 Capsules



1000 mg B12 Sublingual

A superior form of vitamin B12 called Methylcobalamin that simply dissolves under your tongue appears to have advantages over all other forms of B12, including injections given by your Doctor. For most people it not only absorbs as readily, but keeps the B12 circulating longer.

\$6⁹⁸ 90 Tablets



WellBetX® Meal Replacement

Each serving contains 22 grams of protein, from high quality whey protein, only 14 grams of carbohydrates and 5 grams of dietary fibre. For breakfast or lunch, this nutrient packed mix provides 234 calories and a whole range of nutrients found in a well-balanced meal. Available in Chocolate or Vanilla.

\$32⁹⁷ 854 g



Women's Complete RxOmega-3 Factors

Containing Fish, Flaxseed and Evening Primrose Oils, Women's Complete RxOmega-3 Factors® is your best source of essential fatty acids for women. Molecularly distilled and ultra purified, it exceeds Health Canada's purity standards.

\$12⁹⁷ 60 Softgels

Help at the Right Time!

Perimenopause, Menopause, and Post Menopause Millions of women are experiencing unpleasant menopausal symptoms including hot flashes, anxiety, loss of libido, fuzzy thinking, insomnia and other symptoms as the body's hormone levels fluctuate. As a woman nears fifty (much earlier for some women) the ovaries no longer produce high levels of estrogen and progesterone; however, the pituitary continues to secrete follicle stimulating hormone (FSH) and luteinizing hormone (LH). These unbalanced hormone levels can make for some very disagreeable symptoms, especially hot flashes.

Natural Factors Menopause Formula is ideal for women experiencing hormonal surges during those times. It is a combination of five herbs that work synergistically to balance the hormones causing the distress thereby helping to reduce symptoms.

Black Cohosh – supported by research

Studies show that black cohosh helps hot flashes, night sweats, heart palpitations and drying and thinning of the vagina. In a study of 110 women, researchers found that black cohosh root extract significantly relieved their symptoms compared to the placebo. Black cohosh is safe, with some women experiencing only occasional gastrointestinal

side effects. Each capsule of The Menopause Formula delivers 40 milligrams of black cohosh standardized to 2.5% triterpene glycosides, the active constituents that make black cohosh so useful.

Vitex – superior hormone regulator

By regulating timing of hormone release, Vitex balances luteinizing hormone production, modulates prolactin and progesterone levels, restores estrogen/progesterone balance, and reduces those bothersome hot flashes.

Licorice and Wild Yam – excellent phytoestrogens

Licorice and Wild Yam phytoestrogens (mild plant estrogens) buffer hormonal fluctuations thereby balancing hormones. Wild Yam's phytoestrogen,

diosgenin, also has antispasmodic, anti-inflammatory and nerve relaxant properties.

Hops for your nerves

Hops are a classic nerve, easing bouts of anxiety and 'nerves.' Used for centuries to induce sleep, hops help the insomnia that is commonly experienced by women in the transition to menopause. The phytoestrogens found in The Menopause Formula are safe and effective. When this formula is combined with attention to diet, exercise, and other nutrients (Calcium/Magnesium, B vitamins, Evening Primrose Oil, and vitamin E) it can help balance hormonal irregularities and ease women through this most important life passage.



90 Capsules
\$16⁹⁸

LifeLines

www.lifestylemarkets.com 24/7



OR

1-800-937-LIFE Monday to Friday • 9am to 5pm p.s.t.





Lose the Weight and Keep it Off For Life! The Fibre 35 Diet

Forget about 'fad' diets and popping pills that don't live up to their promises. The Fibre35 Diet is the sure way to lose all the weight you want and keep it off for life. Developed by naturopathic doctor, certified nutritional consultant and best selling author Brenda Watson, The Fibre35 Diet not only helps you lose weight, but improves your health at the same time!

The secret to the program is to get at least 35 grams of fibre per day. It sounds hard but it isn't! The Fibre35 Diet offers delicious FitSMART shakes, scrumptious FitSMART bars, snackable FibreCHEWS and super nutritious Fruit & Veggie Fibre - all formulated to help you achieve 35 grams of fibre per day.



FitSmart Shakes
\$29⁹⁷
652 g

Vanilla, Chocolate or Strawberry

FitSmart Bars
\$2⁵⁷
60 g

Chocolate or Lemon



Enhance Your Health OilSMART EFA Blend



Essential Fatty Acids (EFA's) are vital for good health and should be consumed daily. OilSMART EFA Blend provides more Omega 3, Omega 9 and GLA than other nutritional oils and tastes great. OilSMART EFA Blend is 100% vegetarian and certified organic by Quality Assurance International.

"OilSMART EFA BLENDS are simply the best essential fatty acid supplements on the market" - Dr. Leonard Smith, M.D.

\$13⁹⁸
250 mL

Guaranteed Pure The Friendly Trio

WHILE SUPPLIES LAST



'The Friendly Trio'® contains 2 billion live cultures of: L. Acidophilus, B. Bifidum, B. Longum, the optimum friendly bacteria for balanced intestinal flora. 'The Friendly Trio'® are derived from living micro-organisms found in the human body, and perfected through decades of laboratory culturing. Today they are used in over 30,000 hospitals and clinics worldwide. These specially cultured human strains are carefully processed to retain viability at room temperature.

\$17⁹⁸
60 Caps

Enerex

A Natural Anti-Inflammatory Serrapeptase Rx™



Serrapeptase digests non-living tissue, blood clots, cysts, arterial plaque and inflammation in all forms. The late German physician, Dr. Hans Nieper, used Serrapeptase to treat arterial blockage in his coronary patients. Serrapeptase protects against stroke and is reportedly more effective and quicker than EDTA chelation treatments in removing arterial plaque. He also reports that Serrapeptase dissolves blood clots and causes varicose veins to shrink or diminish.

\$63⁹⁸
240K Caps • 60,000 IU

300mg - Standardized Extract Grape Seed and Green Tea

Advanced antioxidant formula from Grape Seed and Japanese Green Tea extracts. Grape Seed and Green Tea extracts have gained prominence in the antioxidant supplement market for their powerful procyanidolic constituents. These compounds are typically diphenols, grouped together in clusters of two or more structural units called dimers, trimers, or polymers. They

have stronger antioxidant activity than tocopherols, which have only one hydroxyl group. VITAVIN is a new, more potent form of grape seed antioxidant, having a significant proportion of triphenols. This additional hydroxyl group may explain the significant increase in antioxidant protection in lipids shown in the initial experiments with this material.



\$11⁹⁷
60 VegiCaps



Brad King FibreLean

NEW FLAVOURS



100% Fibre! 100% Organic!

- Promotes bowel health
- Lowers excess cholesterol
- Reduces excess body fat
- Reduces hunger
- Available in Black Cherry, Lemon Lime and Tropical Punch.

\$17⁹⁷
195 g

Dr. Lorna VanderHaeghe MoodFood

NEW



Relax, Revive, Refresh!

- Enhances mood
- Protects against stress
- Improves cognition
- For children with ADHD and hyperactivity
- Increases attention and alertness
- Reduces symptoms of PMS
- Enhances glutathione
- Delicious, for all ages

\$29⁹⁸
453 g Powder

Dr. Julian Whitaker Restful Night Essentials



Works quickly, naturally and isn't habit forming.

- Helps to alleviate occasional sleeplessness
- Promotes a restful, relaxed state before bed
- Helps to induce faster sleep
- Helps to regulate sleep patterns
- Promotes better quality, more restful sleep

\$22⁹⁸
60 Capsules

Get More From LIFE



November Features

The Cold & Flu Fighter! Emer'gen-C



Be proactive! Don't wait for the first signs of cold and flu. Emer'gen-C is an innovative Vitamin C technology featuring Mineral Ascorbates for superior bioavailability. The effervescent immune system booster is loaded with 32 mineral complexes, electrolytes, antioxidants and bioflavonoids. Emer'gen-C is available in several great tasting flavours. Completely PH-neutral, each dose is individually packaged so you can carry the "Power of C" with you wherever you go.

\$20⁹⁸
36 Packet Box

NutriStart Nutri • Pods



Nutri-Pods Premium II is a full spectrum nutritional supplement that offers the convenience of having all your daily nutrients at your fingertips. NutriPod pre-made packs fit easily into your pocket, purse or backpack. Pods contain a synergistic blend of vitamins, minerals, fatty acids, full-spectrum enzymes, greens, antioxidants, energy enhancers, immune supportives and trace elements providing the very best of what nature and science have to offer.

\$38⁹⁸
30 Day Supply

Nu-Therapy Hemoplex



An iron formula that is safe and easy to absorb. It features iron, vitamins, minerals and antioxidants to support healthy iron levels for menopausal women, athletes and anemics.

\$14⁹⁷
60 Caplets

Danish Detox Plan BioFirm™

BioFirm is a systemic cleanser and detoxifier. After using BioFirm for a week or two, most people feel lighter, more energetic and also find they look better.



- Successfully used in Scandinavia for over ten years, with no fasting req'd.
- Convenient easy to swallow tablets.
- Total function - works simultaneously with all the body's detoxifying organs.

\$46⁹⁷
90 Tablets

All Natural Ingredients For All Skin Types Urth Mineral Cosmetics

Urth Mineral Cosmetics are clean, simple and versatile. It can be applied to offer, sheer natural coverage or to create a glamorous or dramatic effect.



We use only the finest ingredients, ground minerals from the earth that are not absorbed into the body through your skin. Non-toxicity and health consultants recommend Urth Mineral Cosmetics because our products offer customers the opportunity to be healthy, beautiful as well as glamorous.

**Now
In-Store**

The Natural Hair Loss Product For Men and Women Bio-Fen

If you've been looking for a hair loss product that doesn't contain drugs or synthetic chemicals and doesn't involve painful implant surgery with hair plugs, you've found it.

If you've been wanting a natural and safe hair loss solution that really works for both male hair loss and female hair loss, it's here.



And if you want a hair loss medication in capsule form that you can pop once a day and get real results, we can help with that.

Bio-Fen Plus slows down or completely stops hair loss in people who take it. And it can even regrow new hair in some cases.

\$59⁹⁷
30 Caplets

Immune Enhancer with Antioxidant Properties Kyolic 103



A synergistic combination of the world's best selling and most trusted garlic supplement, Kyolic® Aged Garlic Extract™, blended with an impressive list of immune boosters and antioxidants: Ester-C®, Power mushroom complex (maitake, poria cocos, reishi, shiitake, agaricus) Astragalus, Oregano and Olive leaf. The sum of their benefits may be the answer to optimizing your fight against the common cold & allergies.

\$24⁹⁷
90 Capsules

Nature's Harmony 500 mg L-Lysine



Nature's Harmony® L-Lysine helps in the prevention of recurrent cold sores (fever blisters). L-Lysine is an essential amino acid that must be acquired in the diet because it is not produced by the body. L-Lysine is a necessary building block for protein and is required for the absorption of calcium. It has also been shown to be helpful in bone building.

\$6⁹⁸
90 Capsules

Herbal Lozenges Herbon



Lozenges with organic echinacea coupled with wild cherry bark, licorice, elderberry, linden flower, fritillaria and menthol make these lozenges a soothing, therapeutic blend that's just the answer for sore, dry throats.

\$2⁴⁷
18 Lozenges



Life's for *having fun.*



Join us

As we Celebrate our **11th Anniversary** and Healthy Living on the Peninsula at our Sidney location on **November 2nd & 3rd**



Enjoy!

**Free Samples
Draw Prizes
Wheat-Free Organic Cake**

**A Lifestyle Markets Original
Recycled Cotton
Grocery Bag**



Approximately 500 billion to one trillion plastic bags are consumed annually. Billions end up littering our streets and landfills (although Lifestyle Markets' own plastic bags are 100% biodegradable).

Switch to more eco-friendly options such as a recycled cotton tote bag. These bags carry up to 3 times more than plastic bags and have a much longer life span.

Pick Up Yours Today.

We're Here to Make Your **Life** Easier.

Free Home Delivery*

* With \$40 minimum order & within radius

DELIVER TO WEST SHORE 2X A WEEK



Now delivering to West Shore Mondays + Thursdays.

Call Glen at **384-3388** for details.

**Fresh Organic Produce • Natural Foods
Vitamins • Skin Care • And More!**

Dear Dr. Kim ...



Do you have any recommendations for baking with flours other than wheat?

B.K., Sidney

This is a great idea and a worthwhile pursuit. Wheat, a grain, is commonly ground into flour to make most breads, cereals, pastas, crackers, cookies, and cakes. While wheat makes a nice product it is an all too common staple in North America nutrition. People often note better energy and vitality when they discontinue or decrease wheat intake. Furthermore, wheat can lead to bloating, flatulence, water retention, acne, and eczema. Many people don't realize that there are a variety of grains available. Roll up your sleeves and get ready to experiment and don't be surprised if you end up with a few hockey pucks and then some masterpieces.

When baking with "alternate grains" it is a good idea to combine 2-4 types of flour so that the

strengths of one flour can compensate for the weaknesses of another. For instance if your recipe calls for 1.5 cups of flour try substituting a combination of 0.5 cup each of rice, buckwheat and oat flours. Additionally, consider whether the grain contains gluten or is gluten-free. Gluten is a protein found in some grains that helps to bind (like food glue) a product together. If you are baking with a gluten-free grain you may want to add a binder such as xanthan or guar gum or make sure you include a portion of a gluten-containing grain. Gluten-free grains include buckwheat, millet, teff, quinoa, amaranth, and brown rice.

Here is a list of alternatives to traditional wheat flour:

- **Spelt** – is similar to wheat but typically better digested. Spelt easily substitutes into recipes calling for wheat flour. Your product will be similar to one baked with whole wheat.
- **Kamut** – similar to spelt.
- **Millet** – light and dry flour with a distinct sweet flavour.
- **Buckwheat** – unlike what its name suggests buckwheat is not wheat. Buckwheat is a high protein, dense flour popular in pancakes!
- **Garbanzo Bean** – this flour is ground from chickpeas and so it gives a grain-free alternative to flour. It is dry, dense, sweet and higher in protein.
- **Brown rice** – neutral tasting flour that can be a bit dry and gritty.
- **Amaranth** – a nutty tasting grain rich in protein and fiber.
- **Teff** – a highly nutritious grain high in protein and fiber.
- **Quinoa** – this flour can be hard to find. It is rich in protein and has a distinct nutty flavour.
- **Ground almonds** – this is a good option if you are looking for a grain-free alternative. This will raise the moisture and oil content of your recipe.
- **Oat** – whole oat flour is rich in protein and fiber; beneficial for cholesterol and blood sugar regulation.

I hope these tips give you the tools to turn out some great treats!



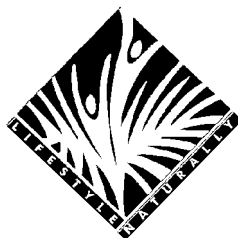
Health from the Inside Out

Dr. Kim McQueen
Naturopathic Physician

Dr. Kimberly McQueen BSc, ND is a Naturopathic Physician with an active family practice at Apple Health in Victoria, BC.

phone: 250.472.8035
website: www.active-health.ca

VANCOUVER ISLAND'S FAVOURITE NATURAL FOOD SUPERMARKET



**LIFESTYLE
MARKETS & SELECT
STORES**

Sidney *Next to Monk's*
9769 Fifth Street • 656-2326
Monday to Saturday 9am - 5:30pm; Sunday noon - 5pm

Cook St. Village *Beside Moka House*
343 Cook Street • 381-5450
Monday to Saturday 9am - 6pm; Sunday 10am - 6pm

Victoria *Across from Canadian Tire*
2950 Douglas Street • 384-3388
Monday to Saturday 9am - 8pm; Sunday 10am - 6pm



Please Recycle. We reserve the right to limit quantities.

