

A.Vogel

Healthy Way

Fresh ideas on natural health

www.avogel.ca

**50th Anniversary
Special Edition**



**Why choose a fresh
plant extract**



**Take care of your family...
naturally!**



**The kind of night
you dream of**



Alfred Vogel – from our Origins to Today's Commitment

Alfred Vogel was many things: naturopath and nutritional therapist, researcher, communicator and passionate explorer. Like few others, he understood how to make use of the healing powers of nature for the benefit of mankind.

In 1963, at an age when most think of retirement, he founded Bioforce AG; today, one of the most prominent manufacturers of herbal remedies, distributed in over 30 countries including Canada.

Alfred Vogel's name and legacy mean something to us and we believe it should mean quality and reliability to consumers, which is why we control all aspects of production - from seed to bottle.

The Power of Fresh Plants

Alfred Vogel discovered early on that therapeutic potential is highest in fresh plants. This is why plants used in A.Vogel remedies are **processed within 24 hours of harvest.**

Sustainability

A.Vogel medicinal plants come from our own crops, contract farmers using sustainable methods, or carefully supervised wild collections.

Controlled Organic Production

The plants we grow are obtained through A.Vogel seeds, cultivated in accordance with the guidelines of BIO-SUISSE. **No artificial fertilizers, no pesticides, no GMOs and no fungicides are used.**

Quality Control and Research

All A.Vogel remedies are produced according to stringent GMP (Good Manufacturing Practice) guidelines. **To date, over 40 clinical studies have been published on A.Vogel products.**

\$2 REBATE COUPON

Download your \$2 rebate coupon for any A.Vogel remedy or daily supplement from the AVogelCA Facebook page!

Connect with A.Vogel and like us on Facebook! Contests, rebate coupons and much more!

Our products are available wherever natural products are sold. For more information on our products or to find retailers near you, visit us at www.avogel.ca or call **1-800-361-6320**.



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WARNING:

This document is not intended as medical advice and in no way excludes the necessity of a diagnosis from a health care professional.

For cold
and flu
insist on
Echinaforce®



Hot off the press!

Echinaforce is the only product approved by Health Canada for prevention and treatment of colds and flu. The largest study ever conducted on echinacea showed that Echinaforce:

- **Can be taken safely for up to 4 months** even for children and elderly people and that it offers effective protection against infections
- Supports the immune system, especially in times of stress, lack of sleep and for smokers
- Relieves symptoms and shortens the duration of infection

Echinaforce is made from fresh, organic, GMO free echinacea which is anti-inflammatory, anti-bacterial and has wide-spectrum antiviral properties.

**All natural products are not the same.
Insist on Echinaforce.**

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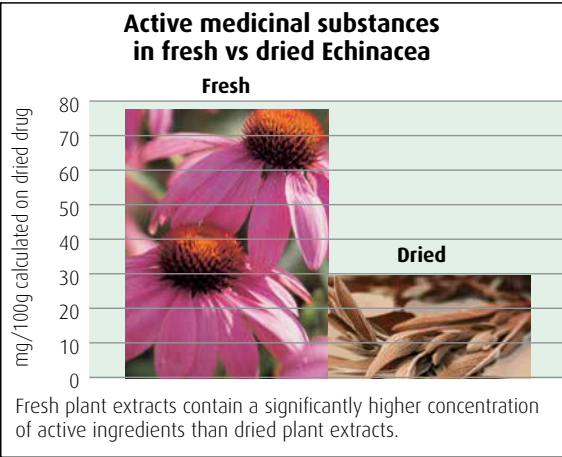


Pioneer in Natural Health
- since 1923

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Why choose a fresh plant extract

We all know that fresh is best when it comes to the fruits and vegetables we eat. Why would we not want the same for the plant extracts we consume? Pesto made with dry basil just doesn't cut it...and we would not even think of munching on dried carrots and celery! Taste aside, their health benefits would be very limited too. The same logic applies to herbal remedies. The fresher the plant is when the extract is produced, the greater the amount of beneficial compounds. Echinacea is a good example of this:



Furthermore, not only do **fresh extracts contain higher levels of active agents**, the effect is also more powerful. Dr. Jim Hudson and his team at UBC in Vancouver actually tested this using Echinaforce in their lab to provide you with clinical proof. Each part of the plant – root, greens and flower – has its own spectrum of compounds and therefore its own health benefits. They found that the antiviral effect of fresh Echinacea extract is actually close to 10 times that of extracts made of dried plants. That is why choosing a whole plant fresh extract is so important!

New New New

With organic Elderberry

Echinaforce Extra “Hot Drink”

Finally! The cold and flu relief you need. The comfort you crave.

With the same echinacea per dose as our Echinaforce Extra medicine, the new Echinaforce Extra Hot Drink is great for treating the symptoms of cold and flu. And the addition of elderberry means that it tastes great too.

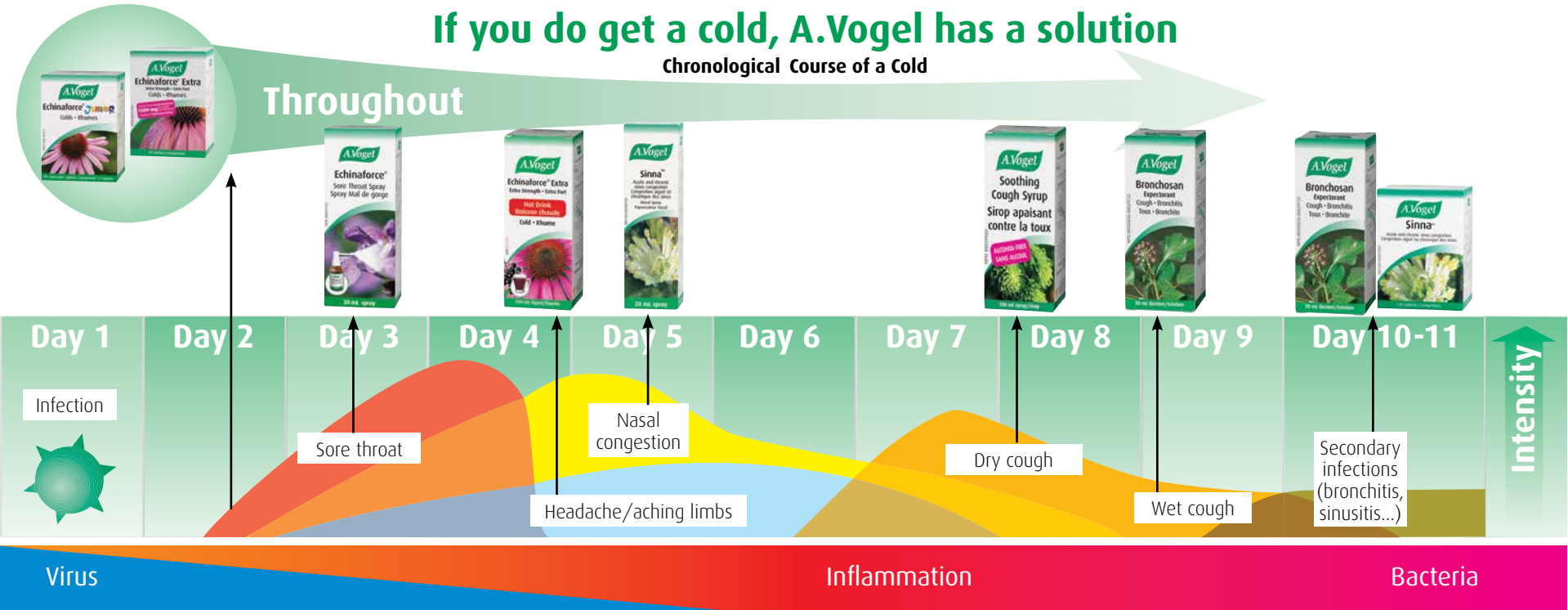
Elderberry is rich in vitamin C and anti-oxidants, renowned for their ability to improve immunity and fight infections. By combining these two powerful cold fighting plants and serving it hot, we have created a beneficial cold and flu remedy that is anti-inflammatory, antiviral, antibacterial, and that supports your immune system while being comforting and relieving.

It's medicine you'll look forward to taking!



If you do get a cold, A.Vogel has a solution

Chronological Course of a Cold



Take care of your family...naturally!

Tips to pamper your little munchkins...and your bigger ones too!

Keeping a healthy, natural lifestyle does not have to be complicated, nor expensive. Here are a few tips to help your family stay healthy.

0-4 years old – babies and toddlers

- **Diaper rash** can cause your baby a lot of discomfort, especially if it is happening at the same time as teething. A.Vogel's Echinacea cream not only soothes irritation but also treats the rash. You can also use it on your young adventurers' **cuts and scrapes**. It prevents infection, helps healing and doesn't sting.
- Giving your baby a **massage** can mean both sharing a tender moment and relaxing your little one for an easy transition to bedtime. You can prepare your own massage oil with 50 mL of Aromaforce™ Sweet Almond or Grape Seed base oil and 2 drops each of Lavender and Mandarin essential oils.



5-11 years old - schoolchildren

- This active bunch often comes home with **bumps and bruises!** Absolut Arnica gel provides a high concentration of Arnica for immediate anti-inflammatory action. It does wonders to heal and relieve pain.
- Want to keep **head lice** at bay this fall? One drop of Lavender essential oil behind each ear before school should do the job. If it is too late for prevention, you can make your own head lice treatment. Mix 20 drops of Tea Tree oil to 50 mL of an Aromaforce base oil. Massage into hair and let sit under a shower cap for 2 hours before washing with your regular shampoo. Repeat twice, 3 days apart.



Before topical use of a product, please do an allergy test on the inner elbow and let sit without washing for 24 hours.

12 - 18 years old – Teenagers

- Does your teen hate fish but still needs the healthy ingredients they supply? Choose A.Vogel's VegOmega-3 which can provide the much needed fatty acids. Benefits include **brain and memory support, mood stabilization and acne control**. It's made from a combination of pristine algae and organic linseed oil, so there's no fishy taste. VegOmega-3 provides essential EPA, DHA and ALA. 100% vegan!
- Your daughter wants to **colour her hair** but you want her to avoid using chemical products that can cause damage? Why not add streaks to her hair at home? Herbatint® products are the most natural alternative for permanent hair color. With the bold Flash Fashion color selection – Henna red, crimson red, plum, violet, sand blond and orange – she can be fashionably daring without harming her hair. Temporary colorations Vegetal Color® offers an interesting alternative when going on a whim.



More than \$10,000 in prizes to be won!

(1) A trip for two to Switzerland, (3) Echinaforce Bicycles, (10) A.Vogel Gift Baskets with a Royal Canadian Mint Collectable Echinacea Coin



\$1 OFF On any **HERBAMARE®** product.

Natural fine sea salt infused with organic fresh herbs and vegetables.

Expires April 30th, 2014



\$2 OFF On any **HERBATINT®** and **VEGETAL COLOR®** colorations.

Expires April 30th, 2014



GOOD HEALTH SHOULDN'T COST US OUR OCEANS.

You know you need to supplement your diet with Omega-3 fatty acids but did you know:

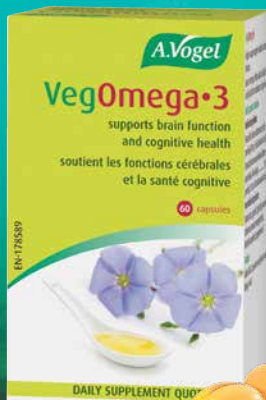
- It takes 1000 kgs of fish to produce 25 kgs of fish oil?
- Fish oil may be contaminated with dioxins, heavy metals, PCBs and radioactivity?
- Up to 75% of fish oils are esterified which means the body cannot properly break down the fatty acids?

Now that you know, choose an Omega-3 that is good for you and the planet. A.Vogel is proud to bring you the first complete yet fish-free Omega-3 complex, VegOmega•3.

A unique blend of fresh organic flaxseed oil and a sustainable source of algae and certified contaminant free, allows the body to access all three key elements, ALA, DHA and EPA and therefore ALL the benefits of Omega-3s.

- Smaller capsule size = easier to swallow
- No fishy aftertaste
- Veggie capsule shell makes it suitable for vegans.
- Suitable for children aged 5 and up.

Good for your brain, eyes and conscience.



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If you're going to wake up at night, make it for the right reasons

As men approach fifty, the prostate gland that has nestled unnoticed around the "neck" of the bladder can start to make its presence felt. Swelling a little more each year, it makes it increasingly difficult for urine to leave the bladder and causes a variety of uncomfortable symptoms. As the urinary tract is constricted, there can be some discomfort and a persistent feeling of a full bladder, while trips to the loo yield a disappointingly small amount of wee for the effort required.

**1 IN 2
MEN OVER 50
SUFFER FROM THE
SYMPTOMS OF BPH**

If this is happening at night, as it frequently does, disrupted sleep adds to the feeling that life could be better. This state of affairs is known as Benign Prostatic Hyperplasia (BPH)—known in laymen's terms as an enlarged prostate. It's not a disease, but it can have quite an impact on your quality of life.

What to do next

If you think your symptoms may be due to an enlarged prostate, make an appointment with your doctor to have the diagnosis.

If BPH is present, consider using Prostate 1 Sabalasan, A.Vogel's Saw Palmetto extract. The oil from the saw palmetto berry is available in a convenient one-a-day capsule and helps to reduce the symptoms of BPH such as the need to urinate frequently, a weak urine stream, or the uncomfortable feeling of the bladder being incompletely emptied. For those with mild to moderate BPH, it can mean a decent night's sleep without multiple trips to the bathroom and without undesirable side effects.

One of the lesser-known and less-discussed effects of BPH is its negative effect on **sexual functions**. Prostate 1 Sabalasan is the only clinically proven saw palmetto product to improve sex drive, sexual satisfaction and all other sexual dysfunctions associated with BPH. Better sex life and a good night's sleep - now that is improved quality of life!



The active ingredients of Saw Palmetto are the fatty acids present in the oil of the berries. Choose an oil capsule from organic Saw Palmetto berries containing at least 85% fatty acids to ensure effectiveness.

Foods to help

An American study has shown that men who eat more vegetables, especially those rich in beta-carotene, lutein and vitamin C have a reduced risk of BPH [1]. So eat all the green, leafy vegetables, corn, peppers, kiwi fruit and grapes, to get these nutrients. Another study showed that eating four or more servings of vegetables daily, reduces BPH risk by 32%, whereas eating more fatty foods increases the risk. On the flip side, eating red meat daily increases the risk of BPH by 38% [2].



Ref: [1] Rohrmann S et al. American J Clin Nutr 2007; 85: 523-529
[2] Kristal AR et al. American Journal of Epidemiology 2008; doi: 10. 1093/aje/kwn389.

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Follow Along with the #BioStrathTonic Challenge!

Sometimes, there's no substitute for experience. We pride ourselves in manufacturing products to the highest standards and conducting rigorous clinical trials, but even then, understanding what effect a product will have on your health can be difficult. So Bioforce is reaching out to natural health enthusiasts in the blogosphere and encouraging them to take up the BioStrath Challenge for the month of November.

BioStrath has been the subject of more than 30 clinical studies, but many users will tell you that the best way to understand it is to try it yourself, or talk to someone who has. Throughout the month of November, participants will be sharing their results via their blogs and through social media. You can follow their progress by searching out #BioStrathTonic and you can join in on December 3rd for our "wrap party" on Twitter, where you'll have the opportunity to win great prizes like BioStrath products and a Kobo® eReader.

It all starts on November 1st, when our blogger team will take their first BioStrath doses. See what the power of this nutritive tonic can do for them.



- Available in drops, tablets or the original elixir
- Comprised of more than 60 vitamins, minerals and trace elements dissolved in a healthy form of yeast
- Easy to assimilate
- Fights fatigue and improves concentration - something we can all use as the days get shorter and darker.

**Win 1 of 3
Kobo e-readers!**
(approx. value \$100/each)

Visit www.avogel.ca and note the 5 clues that will help you to figure out the mystery sentence you must provide when you enter to the contest! One clue per day!



The contest begins December 16, 2013 and ends January 15, 2014.
Draw will be held on January 22, 2014.