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good4u™

HEALTH HOTLINE®

OFFERS VALID JANUARY 13 TO FEBRUARY 1, 2020

JANUARY 2020 VOL. 30

START THE New Year Healthier

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RESOLUTION RESET DAY®
JANUARY 17TH, 2020

**EAT HEALTHIER
THIS YEAR**
OUR NHCs CAN HELP!

{N}POWER® SPECIAL OFFERS
UP TO 40% OFF
**ONE DAY
DEALS**
SEE INSIDE!

REWARD YOURSELF
{N}power
MEMBERS RECEIVE
A **FREE**
NATURAL GROCERS BRAND
CHOCOLATE BAR*

*Limit one per customer. Valid at participating Natural Grocers stores on January 17, 2020 only while supplies last. No rainchecks.

LETTER

From the Iselys

Dear January,

We have a small grudge with you! You haven't the romance of February or the spring flowers of April. You don't smell of summer the way June does, and you're missing October's pumpkin patch charm. You lack the delicious enchantment that carries us through November and December, but when the holidays are over, we always wake up to you—January. You're a blank page, on which we vow to stop eating cookies, start exercising daily, and make this new year one for the books. But then you hide the sunshine from us, turn snow into slush, and gray seems to be your favorite color. Plus, you're just so full of that long word, **resolutions**, which compels us to start talking about how we don't make those anymore because we know how it goes. Yet, the word persists, January—it seems to be your mantra, but you don't make it easy when the only thing you offer is this vast, empty page.

So, we've been thinking—here's what we'd like from you, January: why don't you start talking about “baby steps?” There's a concept we can digest. You give us a sunny winter afternoon, and we promise to step outside and take a walk. You remind us about all the cruciferous veggies that are in season, and next thing you know, we'll say that cabbage soup or roasted Brussels sprouts sound perfect for that chilly evening. You could infuse your wintry breezes with the smell of citrus, and we'll trade out that candy bar for an orange that's brimming with vitamin C. Instead of your relentless yammering about resolutions, January, you could start talking about community, and how sharing our goals with others helps us reach them. And we would say, YES—I'm going to call a friend and head over to Natural Grocers for **Resolution Reset Day®**.

You see, January, there are lots of things to love about you—like the fact that you're National Hot Tea Month, and some of our favorite folks' birthday month too. So, if you would do us the solid of making your expectations a little less intimidating, we'll let go of our grudge. Resolutions are grand, but knowledge is empowering, community is motivating, and one small step after another is the way to get there. Thanks for letting us get this off our chest, January. Now let's fill your blank pages with all the good little things—like an afternoon stroll, a cup of hot tea, some Natural Grocers chocolate, and of course—Dr. Seuss!

“I know it is wet and the sun is not sunny, but we can have lots of good fun that is funny.” Dr. Seuss

The Isely Family

References available upon request.

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JANUARY 17TH**

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NUTRITION EDUCATION

THINK WISELY

OUR 5 FOUNDING PRINCIPLES

NUTRITION
EDUCATION

HIGHEST
QUALITY
PRODUCTS

ALWAYS
AFFORDABLE™

COMMITMENT
TO OUR
COMMUNITY

COMMITMENT
TO OUR
good4u® Crew

WANT TO SAVE
EVEN MORE
ON YOUR
PURCHASES
WHILE
EARNING
VALUABLE
POINTS THAT
GIVE YOU CASH
REWARDS?



Then make sure to join one of the best loyalty rewards programs in the business—Natural Grocers' {N}power Program!

Each week, we send special {N}power members-only deals, cash off supplements, and grocery and cash rewards for our over 900,000 and growing {N}power members!

Don't be left out and don't miss out on the savings. Sign up for {N}power today!

**Natural Grocers + {N}power
= Always Affordable.
Eggsactly!**

Go to naturalgrocers.com/join or simply text "Organic" to 41411

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100% FREE-RANGE EGGS

\$1.99*
per dozen

PASTURE-RAISED EGGS

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per dozen

\$3.49*
per dozen

100% ORGANIC FREE-RANGE EGGS



SEE STORE FOR DETAILS

*This offer is only available to registered {N}power® members at participating Natural Grocers stores. Limit 4 per customer. See store for details. All items are available while supplies last; no rainchecks. We reserve the right to correct errors and to discontinue the pricing program for these products at any time without notice. Void where prohibited by law.



NATURAL GROCERS

CREAMY SAUSAGE, KALE, AND GNOCCHI SOUP

INGREDIENTS

2 tablespoons Natural Grocers Brand Organic Extra Virgin Olive Oil

1 small organic onion, diced (about 1 cup)

1 (15-ounce) package Mulay's Italian sausage (mild or hot), thawed

2 cloves organic garlic, minced

4 cups organic chicken broth

Natural Grocers Brand Bulk Seasonings:

2 teaspoons Organic Italian Seasoning

¾ teaspoon Organic Ground Celery Seed

½ teaspoon each Real Salt and Organic Ground Black Pepper

1 bunch organic kale, washed, stems removed, leaves torn into two-inch pieces

2 cups whole milk, or unsweetened dairy alternative

2 teaspoons organic Dijon mustard

1 tablespoon Natural Grocers Brand Raw Organic Apple Cider Vinegar

1 (12-16-ounce) package gnocchi

4 tablespoons Natural Grocers Brand Organic Parmesan Cheese Shreds, for garnish

The delicious spice of Italian sausage and delightful texture of little Italian dumplings called gnocchi, combined in a creamy broth, make this hearty soup perfect for a good4u™ weeknight meal. It is quick and simple to make and a meal the whole family will love!

INSTRUCTIONS

TOTAL TIME: 35 MINUTES | SERVES 6

1. Heat the olive oil in a large (8-11 quart) stockpot over medium-high heat. Once hot, add the onion and sauté for 3-5 minutes, stirring every minute or so until translucent. Add the sausage, break apart, and cook until it is browned, 6-7 minutes.
2. Stir in the garlic. Sauté for another 2 minutes until fragrant. Add the chicken broth and seasonings, increase the heat, and bring to a boil, scraping any brown bits from the bottom of the pan while stirring. Once the soup is boiling, reduce the heat to a simmer and cook for 5 minutes.
3. Add the kale leaves and stir in the milk, mustard, and vinegar. Continue to simmer for approximately 5 minutes (if the milk is not at room temperature it may be necessary to increase the heat to maintain a simmer).
4. Add the gnocchi to the soup and let cook for another 5 minutes. Season with salt and pepper to taste and divide the soup among six bowls. Garnish with Parmesan cheese shreds just before serving.

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JARROW FORMULAS®
MaculaPF™ Blue Light
Protection
30 SG

A synergistic combination of three key carotenoids to support protection of the eyes against oxidative stress.*

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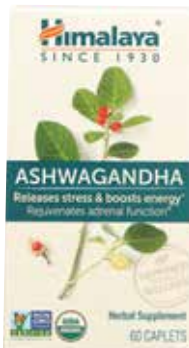
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Select Original Fruit & Nut Bars
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A delicious gluten-free blend of fruits, nuts, and spices (and sometimes chocolate chips).

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Organic Chickpea Puffs
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Organic chickpea puffs are USDA organic, gluten free, vegan, non-GMO, and totally delicious!

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SILVER HILLS BAKERY®
Select Bread Loaves
15-22 OZ.

Baked using a unique sprouting process that harnesses the best of pure, quality ingredients.

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on these Select Nutraceutical Products



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SOLARAY®
Reacta-C
500 mg
60 VCAP / ALWAYS AFFORDABLE \$8.85



SOLARAY®
Vitamin C 1000 mg
Two-Stage, Timed-Release
100 VCAP / ALWAYS AFFORDABLE \$12.29



ZHOU NUTRITION®
Keto Drive
60 CAP
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ZHOU NUTRITION®
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8.29 OZ.
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ZHOU NUTRITION®
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ZHOU®
MCT Collagen powder
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ZHOU®
Collagen Peptides
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KAL®
Magnesium Glycinate 400
Soy Free
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KAL®
K-2 MK-7 Bone Support
ActivMelt Raspberry
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HONEY GARDENS®
Elderberry
Syrup
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ALWAYS AFFORDABLE \$9.45



ZAND®
Elderberry Zinc Gummies
with Vitamin C
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ALWAYS AFFORDABLE \$11.99

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NOW®
Elderberry
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Vitamin D3 5000 IU
Vitamin D3 helps support the immune system, bone health, and helps maintain healthy nerves and muscles.*
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NOW®
MK-7 Vitamin K-2
100 mcg
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100 VCAP
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SUPER NUTRITION®
SimplyOne® 50+ Women or Men Iron Free
90 TAB
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ALWAYS AFFORDABLE \$32.99



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600 MG
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Unflavored
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ALWAYS AFFORDABLE \$10.49



NOW®
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MCT Oil
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OF AMERICA, INCORPORATED

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Every year, a number of seniors attending Historically Black Colleges & Universities don't graduate because of small, unpaid tuition bills. At Natural Grocers, we're committed to the communities we serve and are here to help.

SHOP AT NATURAL GROCERS ON MARTIN LUTHER KING DAY



JANUARY 20, 2020

2.5% of Natural Grocers sales* will go to the

JACK & JILL OF AMERICA GAP FUND

helping students attending Historically Black Colleges & Universities

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\$1.99

BEANFIELDS®
Bean & Rice Chips
5.5 OZ.

Healthy snacks packed with plant-based protein and fiber and satisfyingly delicious.

ALWAYS AFFORDABLE \$2.99



UP TO 33% OFF
ALWAYS AFFORDABLESM

32% OFF

\$3.19



CASCADIAN FARM®
Organic Cereals
8.6-14.6 OZ.

Organic whole-grain cereals are an easy and tasty way to start the day.

ALWAYS AFFORDABLE \$4.75



32% OFF

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Select Organic Juices
59 OZ.

Cold-pressed juices in pursuit of the most delicious, most nutritious juice experience.

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Skinny Pop is a tasty and guilt-free snack that the whole family can enjoy!

(Excludes Davenport, IA Location)

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30% OFF

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Organic Stevia Packets
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Made with certified organic herbal ingredients and the ancient wisdom of Ayurveda.

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\$6.99



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Oil of Oregano 180 mg
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Wild-crafted Mediterranean oregano, hand harvested from the Origanum vulgare plant.*

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ALWAYS AFFORDABLESM



27% OFF

\$2.99

4505 MEATS®
Pork Rinds
2.5 OZ.

Delicious meaty and crunchy snacks sourced from all-natural ingredients and responsibly raised meats.

ALWAYS AFFORDABLE \$4.15



27% OFF

\$1.89

BOBO'S®
Oat Bars
2.5-3 OZ.

These gluten-free, dairy-free, vegan, and kosher bars are a great snack or meal at any time of the day!

ALWAYS AFFORDABLE \$2.59



26% OFF

\$6.99

DR BRONNER'S®
Liquid Soap Various Scents
16 OZ.

Dr. Bronner's popular pure-castile soaps are made with organic and fair trade ingredients.

ALWAYS AFFORDABLE \$9.55



26% OFF

\$2.19

BOULDER CANYON®
Select Potato Chips
5.25-6.5 OZ.

Discover premium, kettle-cooked potato chips with natural ingredients.

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26% OFF

\$1.99

PERFECT BAR®
Peanut Butter or
Almond Butter Bars
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Whole-food protein bars made with organic nut butter, honey, clean ingredients, and family love.

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26% OFF

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JUSTIN'S®
Almond Butter
Squeeze Packs
1.15 OZ.

These squeeze packs are great for a delicious on-the-go, gluten-free, high-protein snack.

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26% OFF

\$2.19

CASCADIAN FARM®
Organic
Frozen Vegetables
16 OZ.

Pack more nutrition into every meal with delicious, organic frozen vegetables.

ALWAYS AFFORDABLE \$2.99



25% OFF
\$18⁴⁹-
\$40⁶⁹

ENZYMEDICA®
Digest Gold™

45 CAP-120 CAP

An advanced formula that helps support the breakdown of carbohydrates, fats, fiber, and protein.*

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ALWAYS AFFORDABLE™

25% OFF
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HIGH BREW COFFEE®
Cold Brew Coffee Beverages
8 OZ.

Premium, cold-brew coffee that's convenient, better-for-you, and filled with great-tasting natural energy.

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ZEvia®
Zero Calorie Stevia
Sodas
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Zevia's naturally sweetened sodas are the perfect alternative to artificial beverages.

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Organic 100% Italian
Extra Virgin Olive Oil
16.9 OZ.

Bellucci extra virgin olive oil is always fresh, always traceable, always Italian.

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25% OFF
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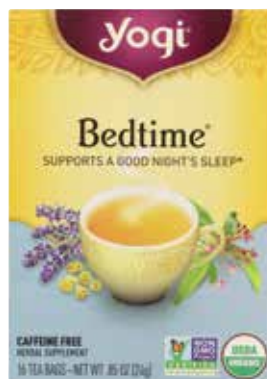
ORGAIN®
Organic Complete
Protein Shakes
4 PK.

These ready-to-drink shakes provide clean, quality nutrition for any lifestyle.

ALWAYS AFFORDABLE \$11.79



25% OFF
\$2⁹⁹



YOGI®
Boxed Teas
16 CT.

Each Yogi tea is blended for delicious taste and healthy benefits.

ALWAYS AFFORDABLE \$3.99

25% OFF
\$8⁹⁹



NATURAL FACTORS®
Apple Cider Vinegar
500 mg
180 CAP

Naturally alkalizing to the body, ACV supports healthy digestion, detoxification, and circulation.*

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2020 TOP 10



1 REGENERATIVE AGRICULTURE TO FIGHT CLIMATE CHANGE

There is nothing more important than our food choices when it comes to our own health and to the health of the planet. Climate change is a daunting challenge that is facing all of us and we can all make a difference by choosing food grown using regenerative agriculture. Organic produce, grass-fed and pasture-based animal products and biodynamic olive oil and wines are foods that not only support our overall health and wellbeing but have the potential, when done right, to help reverse climate change.

Regenerative agriculture is defined as farming and grazing practices that, among other things, reverse climate change by rebuilding soil organic matter and restoring degraded soil, resulting in soil that can sequester CO₂ from the atmosphere and improve the water cycle. Regenerative agriculture practices build soil health and fertility, increase water retention, increase biodiversity and ecosystem health, and increase soil carbon sequestration. At Natural Grocers, we strongly believe that our food choices can affect real change, and one of the most measurable ways to support the health of the planet is to support farmers and ranchers practicing regenerative land management.

TRENDS^{*}

By Shelby Miller

2 FOUNDATIONAL SUPPLEMENTS TO HELP US THRIVE

Some say that eating a proper diet is all you need to get the vitamins, minerals, and phytonutrients required for optimal health. But despite our best efforts, we often miss the nutritional mark by eating suboptimal foods that lack key nutrients. Even if you do try and eat a nutritious diet loaded with veggies, most vegetables simply don't contain the amounts of vitamins and minerals they used to due to a sharp decline in soil nutrients caused by industrial agricultural practices. Not to mention, our modern lifestyles riddled with stress, blue light, pollution, and other toxins increase our requirements for nutrients. The good news? A simple daily regimen of Five-to-Thrive Foundational Supplements can help catapult us into optimal health.

What are these Five-to-Thrive Foundational Supplements? First is a multivitamin, which can fill in the nutritional gaps where many of us fall short and provide us with a healthy foundation to build on. Next up are the omega-3 fats EPA and DHA, found in fish oil or algal oil supplements. They are essential for optimal brain function, cardiovascular health, and maintaining healthy blood pressure and blood sugar. Lutein is the third nutrient, critical for brain, eye, and skin health. It is especially important for protecting our eyes from our chronic use of digital devices; research is also revealing lutein's important role in the brain—there is a direct connection between how much lutein we have in our bodies and how well our brains function throughout our lifespan, especially as we age. Fourth is the magnificent mineral magnesium. Magnesium is crucial for relaxing muscles, supporting calm nerves and a calm response in the face of stress, building healthy bones, supporting cardiovascular health, healthy blood sugar balance, and healthy blood pressure. And last, but certainly not least, we have the super nutrients. These are health-specific nutrients that you can pick and choose to meet your own specific health goals. Super nutrients include turmeric, milk thistle, mushroom supplements, CoQ10, berberine, grape seed extract, beets, and greens. Not sure which super nutrient is best for you? Reach out to a Nutritional Health Coach (NHCSM) at Natural Grocers for some expert guidance!



3 SALT & BUTTER ARE HEALTHY. YES, HEALTHY.

Modern nutrition science is forcing us to question many long-accepted nutritional paradigms. The two most paramount examples of this are salt and butter—ingredients that make healthy vegetables more delicious (seriously, name one vegetable that isn't improved with salt and butter?), but ones that we've all been taught to feel guilty about indulging in. However, new data shows that we might suffer from getting too little sodium and fat than too much.

Sodium is a necessary electrolyte. We have an internal "sodium thermostat" that tells us when our sodium levels are optimal. Ever noticed that sometimes salt just doesn't taste good? That's the thermostat. Fats, especially saturated fats, have been demonized for far too long. Research shows that saturated fats are not detrimental to health and in fact play a crucial role in our body's daily functioning. The real culprit driving poor health is sugar and chemically modified fats like mono- and diglycerides and hydrogenated vegetable oils. Hopefully, as we continue to follow the science, we'll get to the truth and one step closer to a healthier society enjoying delicious foods.



4 HEALTH COACHING: OFFERING THE ONE-ON-ONE SUPPORT YOU NEED

The average patient-doctor interaction lasts a mere seven minutes. This doesn't offer nearly enough time to provide one-on-one, personalized wellness solutions for your health concerns. Thus, more and more people are turning to Health Coaches for nutrition know-how based on science and validated research. At Natural Grocers, we put the emphasis on nutrition with our Nutritional Health Coaches (NHCs), who receive more than 160 hours of science-based continuing education and nutrition training annually. The aim of our NHCs is to help individuals live their best and healthiest lives by focusing on their individual health needs and goals in a personalized and supportive way. At Natural Grocers, our NHCs are all credentialed and all of their services (including their 90-minute individualized coaching sessions) are FREE. Let us help you get the results you crave. Reach out to your NHCSM and rewrite your story today!



5 BRAIN HACKING: NUTRIENTS TO SHIELD OUR BRAINS FROM STRESS

Let's face it, we're all stressed out, and whether it's acute or chronic, stress is bad news for our brains—you've likely experienced the mental exhaustion, poor mood, and lack of focus and memory that results from stress; even worse, prolonged stress can lead to depression and anxiety. In 2020, we are going to make the connection between stress and the brain and become proactive at protecting our noggins from the negative effects of stress. An easy way to start is with nutrients shown to support the brain's ability to cope with stress.

Phosphatidylserine (PS) is a phospholipid, a kind of fat that plays a key role in cellular function in the brain, and studies show it can help improve cognition and support the hippocampus, a region of the brain that bears the brunt of the stress blow. It also resets our stress response, so we feel less stressed, and protects the brain from the harmful effects of being stressed out. Acetyl-L-carnitine has the unique ability to pass through the blood-brain barrier where it supports mental energy, improves cognitive function and focus, and fights depression. It also protects the amygdala from stress, a part of the brain associated with emotions and memory. Mushrooms like lion's mane, cordyceps, and reishi support mental acuity, energize the brain, and support concentration and clarity during times of stress.**

6 BIOHACK YOUR HEALTH WITH METHYLATION ADAPTOGENS

"Methylation" has become a buzzword among the health and wellness community, and while it may not yet be on your radar, it is one of the most important biohacks for health out there, and methylation adaptogens make it easier to do. Methylation is required for just about every single process that goes on in the body, from gene expression to the production of RNA and DNA, to the production of neurotransmitters to mitochondrial health. But balance is the key.

When balanced, when the body does not over or under methylate all of these systems work and we feel great. We sleep well, have loads of energy, can focus, remember and learn, our joints don't ache, and our cardiovascular system is in tip-top shape. On the other hand, methylation imbalances can lead to a wide range of conditions, including depression, anxiety, heart disease, increased risk of cancer, hormone imbalance, poor detox capacity, infertility, birth defects, fatigue, and low energy.

This is where methylation adaptogens come to the rescue.

Methylation adaptogens help to restore methylation balance and include nutrients like lutein, curcumin, and grape seed extract (see Foundational Supplements trend). These are nutrients that gently support our body's own ability to stabilize and balance methylation, without the risk of over or under-methylating.

**Mushroom supplements may be contraindicated for people with certain types of autoimmune disease. If you have an autoimmune condition, please contact your healthcare professional before taking a dietary supplement containing mushrooms.



7 MENTAL WELLBEING PRIORITIZED

In 2019, we highlighted the trend of nootropics and neuroplasticity and the supplements that support memory, focus, learning, concentration, and all of our other brain-boosting endeavors. In 2020, people will realize that mental health is just as important as physical health and will stop stigmatizing mental health issues. The focus will shift to supporting mental wellbeing with a healthy diet and the right supplements.

As we begin to explore ways to support our mental health, products such as Bach flower remedies and essential oils, as well as supplements like magnesium powder and acetyl-L-carnitine, will come into play as powerful tools to bring balance and calm. We will take a holistic approach and look to modalities like meditation, emotional freedom technique (EFT), body energy work, and talk therapy in combination with nutrition and supplements to support mental wellbeing.

8 SUPPORT YOUR GI TRACT FROM TOP TO BOTTOM

The probiotics trend got us over our shyness of talking about our bowels with friends, and maybe even strangers. Learning to appreciate our gut bugs opened our eyes to the idea that having healthy digestion is the “first domino” to supporting the rest of our health—including our immune system, brain health, and more.

But supporting digestion isn't simply taking a probiotic and loving our large intestine. In 2020, we'll learn how to support the health of our entire gastrointestinal tract. We'll learn to promote intestinal wellness with nutrients like DGL, zinc carnosine, and L-glutamine that nourish and heal the lining of the intestinal tract. After all, without a healthy gut lining, overall health suffers. We'll support healthy levels of stomach acid so we can properly start the digestion process. Digestive enzymes will also come to center stage to support our small intestine and its daunting daily task of breaking down the foods we eat into the nutrients we need to support every single cell and bodily process. Every. Single. One.

9 RESPONSIBLE PLANT-BASED CHOICES

Climate change is the single most important challenge facing us today. Rather than feeling helpless and hopeless, we all want to do something. We're driving plug-in hybrids, recycling, and eliminating our single-use plastics. The plant-based diet is another popular habit many are adopting with hopes of reducing their carbon footprint and protecting Mother Earth. As well-intentioned as the plant-based approach may be, if we really think about the foods we eat, many of the proffered plant-based products aren't as earth-friendly as we might think.

Plant-based meat substitutions that rely on conventionally grown primary ingredients are the opposite of good for the environment. If GMOs, fertilizers, pesticides, and other industrial farming practices were utilized to make your soy burger, it's more detrimental to the environment. Instead, if plant-based is the route for you, in 2020 shift the paradigm to truly sustainable plant-based food choices. Support organic farming methods that foster soil health and can reverse climate change by essentially sucking the carbon out of the atmosphere and depositing it into the ground, where it belongs. Want to try this trend? Look no further than the organic produce at Natural Grocers (it's the only produce we carry) and hunt for that USDA organic seal with an unheard-of level of enthusiasm. The planet is counting on you!

10 WE WILL BEGIN TO ADDRESS OUR SINGLE-USE PLASTIC PROBLEM

2019 brought home the very real consequences of our single-use plastic-laden lifestyles. It's hard not to feel responsible and desperately discouraged on this front. Single-use plastics require vast quantities of fossil fuels and water, which contributes to climate change and pollution. Plastic bags, bottles, utensils, straws, and food packaging are used briefly, but last in the environment for generations, polluting it and causing multiplying damage. We feel like our hands are tied because everything is packaged in plastic, from shampoo bottles to strawberries.

[insert audible sigh]. While this new awareness of our plastic addiction can riddle us with guilt and hopelessness, the demand for plastic-free alternatives is higher than ever and because of this growing consumer focus, industry is responding. How can you help? Buy a reusable water bottle AND remember to bring it with you when you run out the door. Swap liquid soap for bar soap. Look for the recycled paper bags or biobags in the produce section at Natural Grocers. Join the Stasher Bag movement and build a plastic-free lunchbox with dishwasher-safe, reusable, silicone zipper bags. Invest in, and remember to use, a metal straw and titanium spork. Get creative, because the more we reduce the demand for single-use plastics, the better it is for our health and the environment.

References available upon request.

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ICELANDIC GLACIAL[®]
Spring Water
1.5 L

Thanks to a natural filtration system of lava rock, this spring water has a naturally alkaline pH level of 8.4.

ALWAYS AFFORDABLE \$2.39



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Price on all MyChelle[®]
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25% OFF

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Essential Oils



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GOODBELLY[®]
Organic Probiotic Juice Drinks
32 OZ.

Each product contains a dose of the probiotic Lactobacillus plantarum 299v (Lp299v).

ALWAYS AFFORDABLE \$3.29



24% OFF
\$4.75

WILDBRINE[®]
Probiotic Kimchi or Sauerkrauts
18 OZ.

Versatile, probiotic-rich fermented sauerkrauts and kimchi support gut health while tasting great.

ALWAYS AFFORDABLE \$6.25



24% OFF
\$3.79

SIETE[®]
Tortilla Chips
All Flavors
5 OZ.

Rooted in family, these tortilla chips are grain free and delicious.

ALWAYS AFFORDABLE \$4.99



23% OFF
\$2.25

VIVE ORGANIC[®]
Organic Wellness Shots
2 OZ.

Healthy, organic beverages featuring ingredients like wheatgrass, coconut water, probiotics, and more.

ALWAYS AFFORDABLE \$2.95



22% OFF
\$5.99

R.W. KNUDSEN FAMILY®
Select Just Juices
32 OZ.

Dedicated to providing organic, gluten-free, non-GMO juices that deliver a refreshing glass for any time of day.

ALWAYS AFFORDABLE \$7.69



UP TO 22% OFF
ALWAYS AFFORDABLE



22% OFF
\$28.79



NORDIC NATURALS®
Omega-3 Lemon
180 SG

Each serving of Nordic Naturals Omega-3 delivers 690 mg of omega-3 fatty acids.*

ALWAYS AFFORDABLE \$37.05

22% OFF
\$1.39



CHOMPS®
Meat Sticks
1.15 OZ.

Sourced from 100% grass-fed & finished beef and venison, paleo & whole30 approved, and certified gluten free.

ALWAYS AFFORDABLE \$1.79

21% OFF
\$4.29

DR BRONNERS®
Toothpaste Various Flavors
5 OZ.

These All-One Toothpastes are made with 70% organic ingredients.

ALWAYS AFFORDABLE \$5.49

21% OFF
\$2.99



REBBL®
Select Organic Elixirs
12 OZ.

Experience the super herb-powered elixirs today!

ALWAYS AFFORDABLE \$3.79

21% OFF
\$2.09



EPIC®
Meat Bars
1.3-1.5 OZ.

A delicious combination of all the flavors you love in the form of a jerky-like power bar.

ALWAYS AFFORDABLE \$2.65

21% OFF
\$1.79



RXBAR®
Protein Bars
1.83 OZ.

RXBAR bars are simply made with clean ingredients that give you the nutrition you need.

ALWAYS AFFORDABLE \$2.29

UP TO **21% OFF**
ALWAYS AFFORDABLESM



21% OFF
\$10⁹⁹

SEVENTH GENERATION®
Liquid Laundry Detergents
95-100 OZ.

Tough on stains, easy on the environment, and made from plant-based ingredients.

ALWAYS AFFORDABLE \$13.99



21% OFF
\$26⁴⁹

NEW CHAPTER®
Zyflamend™ Nighttime
60 VCAP

Designed to help support deep, restful sleep through a combination of multiple time-tested herbs, such as lemon balm, hops, chamomile, and valerian.*

ALWAYS AFFORDABLE \$33.85



21% OFF
\$1⁴⁹

GIMME SNACKS®
Organic Seaweed Snacks
.35 OZ.

Powered by one of the most nutrient-dense foods and crafted to supercharge your day with nutritious, snackable fun.

ALWAYS AFFORDABLE \$1.89



21% OFF
\$5⁴⁹

WALLABY®
Select Organic
Greek Yogurts
32 OZ.

Creamy, authentically strained Greek yogurt.

ALWAYS AFFORDABLE \$6.99



21% OFF
\$2⁴⁹

THE GOOD CRISP COMPANY®

Potato Crisps
5.6 OZ.

A delicious line of non-GMO and gluten-free potato crisps stacked for a nostalgic snack without the guilt.

ALWAYS AFFORDABLE \$3.19



21% OFF
\$46⁹⁹

NORDIC NATURALS®
Ultimate Omega Lemon
180 SG

Ultimate Omega supports immune function, brain health, and has been clinically shown to support a healthy heart.*

ALWAYS AFFORDABLE \$59.55

20% OFF
\$42⁹⁹



GARDEN OF LIFE®
Dr. Formulated Keto Meal
Vanilla or Chocolate
23.7-24.7 OZ.

Expertly formulated with organic grass-fed butter, which supports the brain and body.*

ALWAYS AFFORDABLE \$53.99

20% OFF

Our Always AffordableSM Price on All Andalou[®] Facial Care Products**

**excludes travel size



UP TO 20% OFF
ALWAYS AFFORDABLESM

20% OFF

\$21.49

GARDEN OF LIFE[®] myKind Organics Elderberry Gummy 120 GUMMIES

Made with Certified Organic and non-GMO fruit, these elderberry gummies contain no gelatin and no refined sugar.*

ALWAYS AFFORDABLE \$26.99



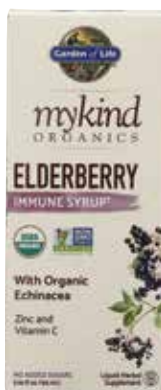
20% OFF

\$20.29

GARDEN OF LIFE[®] myKind Organics Elderberry Syrup 6.59 OZ.

Formulated for highly concentrated immune system support for the entire family.*

ALWAYS AFFORDABLE \$25.59



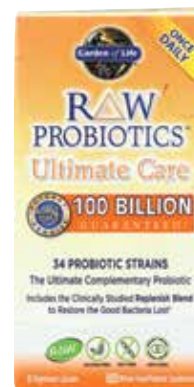
20% OFF

\$33.99

GARDEN OF LIFE[®] RAW Probiotics[™] Ultimate Care 100 BILLION 30 VCAP

Provides the benefits of a true "food" probiotic with a record-setting 30+ probiotic strains.*

ALWAYS AFFORDABLE \$42.75



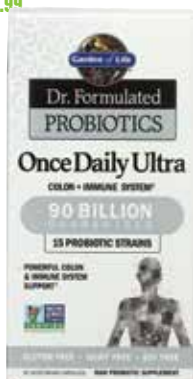
20% OFF

\$31.99

GARDEN OF LIFE[®] Dr. Formulated Probiotics Once Daily Ultra 30 VCAP

This ultra-strong 90 billion once-daily probiotic contains Lactobacillus acidophilus and Bifidobacterium to support digestive health.*

ALWAYS AFFORDABLE \$40.49



20% OFF

\$4.75

LILY'S SWEETS[®] Stevia Sweetened Peanut Butter Cups 3.2 OZ.

All the indulgence you crave, but with a lot fewer calories and no sugar added.

ALWAYS AFFORDABLE \$5.99



20% OFF

Our Always AffordableSM Price on all Acure[®] Products



UP TO 20% OFF
ALWAYS AFFORDABLESM



20% OFF
\$20⁹⁹

AMAZING GRASS®
Amazing Protein Glow
All flavors
11.1-12.2 OZ.

Crafted with organic plant-based protein and reviving superfoods to help support collagen synthesis and healthy, nourished skin.*

ALWAYS AFFORDABLE \$26.49

20% OFF
\$4⁷⁹



LITTLE NORTHERN BAKEHOUSE®
Select Gluten-Free Bread Loaves
20 OZ.

They use only the best non-GMO ingredients to bake their certified gluten-free breads.

ALWAYS AFFORDABLE \$5.99



20% OFF
\$3³⁹



CALIFIA FARMS®
Select Milk Alternatives
48 OZ.

They make plant-based milk alternatives that are good for you and the planet, too.

ALWAYS AFFORDABLE \$4.29



20% OFF
\$2⁴⁹

ANCIENT HARVEST®
Select Organic Supergrain Pastas
8-9.6 OZ.

ALWAYS AFFORDABLE \$3.15



20% OFF
\$2³⁹

VAN'S®
Frozen Waffles or Pancakes
8-12.4 OZ.

Gluten-free goodness with every bite! Start your morning right.

ALWAYS AFFORDABLE \$2.99



20% OFF
\$7¹⁹



SIETE®
Grain Free Tortillas
8 CT.

Tastes like a flour tortilla but these almond flour tortillas are gluten free, grain free, vegan, dairy free, paleo, non-GMO, and soy free.

ALWAYS AFFORDABLE \$8.99



20% OFF
\$3⁹⁹



SAFFRON ROAD®
Select Entrees or Bowls
6-10 OZ.

Try these entrées or bowls with a world of flavor, inspired by the world's great cuisine.

ALWAYS AFFORDABLE \$4.99



RESOLUTION RESET DAY®
JANUARY 17TH, 2020

**EAT
HEALTHIER
THIS
YEAR**

OUR NHCSSM CAN HELP!

SCHEDULE A **FREE ONE-ON-ONE WITH YOUR
LOCAL NUTRITIONAL HEALTH COACH TODAY!**



*Limit one per customer. Valid at participating Natural Grocers stores on January 17, 2020 only while supplies last. No rainchecks.

REWARD YOURSELF

{N}power
MEMBERS RECEIVE
A **FREE**
NATURAL GROCERS BRAND
CHOCOLATE BAR*



ZHOU NUTRITION KETO DRIVE
& MCT COLLAGEN POWDER



UP TO
45% OFF
\$11.49 - \$22.99

8.29-13.4oz. 60CAP | ALWAYS AFFORDABLE™ AT \$20.99-\$40.89

SELECT NATURAL GROCERS BRAND
ORGANIC FROZEN VEGETABLES



UP TO
40% OFF
\$1.49

10 oz. | ALWAYS AFFORDABLE AT \$1.69-\$2.49

ICELANDIC GLACIAL
SPRING WATER



\$1.49

1.5 L | ALWAYS AFFORDABLE AT \$2.39

{N}POWER® SPECIAL OFFERS

ONE DAY ONLY!

JANUARY 17TH, 2020

ALL DAY • ALL LOCATIONS

PRIMAL KITCHEN
AVOCADO OIL MAYONNAISE



\$5.99

12 oz. | ALWAYS AFFORDABLE AT \$8.89

GOOD BELLY ORGANIC
PROBIOTIC BEVERAGES



\$2.25

32 oz. | ALWAYS AFFORDABLE AT \$3.29

DANG PLANT-BASED KETO BARS



\$1.49

1.4 oz. | ALWAYS AFFORDABLE AT \$2.19

RUNA CLEAN ENERGY DRINKS



\$1.69

12 oz. | ALWAYS AFFORDABLE AT \$2.29

NOW MCT OILS



\$8.49 - \$14.49

16-32 oz. 150SG | ALWAYS AFFORDABLE AT \$10.49-\$16.99

KETTLE & FIRE BONE BROTHS
OR SELECT BONE BROTH SOUPS



\$4.99

16.2-16.9 oz. | ALWAYS AFFORDABLE AT \$6.79

Offers valid 1/17/20 only at participating stores. While supplies last; no rainchecks. Limit 6 item per customer. Offers void w

YOGI BOXED TEAS

37% OFF



2/\$5

16 ct. | ALWAYS AFFORDABLE AT \$3.99

LILY'S SWEETS STEVIA SWEETENED PEANUT BUTTER CUPS

33% OFF



\$3.99

3.2 oz. | ALWAYS AFFORDABLE AT \$5.99

ORGANIC AVOCADOS

99¢



GIMME ORGANIC SEAWEED SNACKS

33% OFF



\$1.25

.35 oz. | ALWAYS AFFORDABLE AT \$1.89

ORGAIN ORGANIC 10 G PROTEIN BARS

33% OFF



\$1.25

1.41 oz. | ALWAYS AFFORDABLE AT \$1.89

ORGAIN ORGANIC COMPLETE PROTEIN SHAKES

32% OFF



\$7.99

4 pk. | ALWAYS AFFORDABLE AT \$11.79

CHOMPS MEAT STICKS

30% OFF



\$1.25

1.15 oz. | ALWAYS AFFORDABLE AT \$1.79

ENZYMEDICA DIGEST KETO

30% OFF



\$24.49

60 CAP | ALWAYS AFFORDABLE AT \$35.39

GARDEN OF LIFE DR FORMULATED KETO FIT & MEAL

UP TO 27% OFF



\$27.99 - \$39.99

12.5- 24.7 oz. | ALWAYS AFFORDABLE AT \$38.35-\$53.99

NATURAL GROCERS BRAND ORGANIC COFFEE

21% OFF



\$5.49

10 oz. | ALWAYS AFFORDABLE AT \$6.99

NATURAL GROCERS BRAND ORGANIC APPLE CIDER VINEGAR

20% OFF



14% OFF

\$3.99

\$2.99

16/32 oz. | ALWAYS AFFORDABLE AT \$3.49 & \$4.99

NATURAL GROCERS BRAND ORGANIC FROZEN FRUIT

13% OFF



\$3.99

16 oz. | ALWAYS AFFORDABLE AT \$4.59



NATURAL GROCERS™

RESOLUTION RESET DAY® JANUARY 17TH, 2020

FREE BAG

WITH PURCHASE*



10AM - 12PM

FREE HACK YOUR COFFEE BAR



{N}POWER® SPECIAL OFFERS

ONE DAY ONLY!

SPECTACULAR
SAVINGS UP TO
40% OFF
THESE ITEMS & MORE!™

YOGI BOXED TEAS
LIMIT 6 PER CUSTOMER



37% OFF



ICELANDIC GLACIAL SPRING WATER
LIMIT 6 PER CUSTOMER



37% OFF

SELECT NATURAL GROCERS BRAND
ORGANIC FROZEN VEGETABLES
LIMIT 6 PER CUSTOMER



UP TO 40% OFF



REWARD YOURSELF FREE

NATURAL GROCERS BRAND ORGANIC CHOCOLATE BAR*

FOR {N}POWER MEMBERS
LIMIT 1 PER CUSTOMER



ENTER TO WIN A YEAR OF FREE FOUNDATIONAL SUPPLEMENTS™

MULTIVITAMIN • MAGNESIUM
EPA & DHA • LUTEIN • SUPER NUTRIENTS



**\$700
VALUE**

*Limit one per customer. Valid at participating Natural Grocers stores on January 17, 2020 only while supplies last. No rainchecks. must be registered to {N} power by January 17, 2020 **Offers valid January 17, 2020 only at participating stores. While supplies last; no rainchecks. Limit 6 items customer. Offers void where prohibited by law. All prices and offers are subject to change. We reserve the right to correct errors. See store for details. ***No purchase necessary. A purchase will not increase your chances of winning. Open only to legal residents of the United States and the District of Columbia, 18 years or older. Void where prohibited by law. Sweepstakes starts and ends on January 17th, 2020. One winner company-wide. For official rules and complete details visit: www.naturalgrocers.com/sweepstakes. Sponsor: Vitamin Cottage Natural Food Markets, Inc.

20% OFF

\$2.05

GOMACRO®
Organic Macrobars
2-2.5 OZ.

Clean ingredients make these bars delicious, healthy vegan snacks!

ALWAYS AFFORDABLE \$2.59



UP TO 20% OFF
ALWAYS AFFORDABLE



20% OFF

\$3.99

GRILLO'S®
Select Pickles
16 OZ.

The Grillo's Pickles recipe originated in Italy and has been passed down in the Grillo family for over 100 years.

ALWAYS AFFORDABLE \$4.99



20% OFF

\$2.85

LATE JULY SNACKS®
Organic Restaurant Style Tortilla Chips
10-11 OZ.

Made using organic and non-GMO ingredients.

ALWAYS AFFORDABLE \$3.59



20% OFF

\$3.79

SIMPLE MILLS®
Almond Flour Crackers
4.25 OZ.

Nutrient-dense, whole-food ingredients in every bite.

ALWAYS AFFORDABLE \$4.79



20% OFF

\$3.79

KITE HILL®
Select Yogurts
16 OZ.

Created using time-honored methods to craft plant-based artisan foods.

ALWAYS AFFORDABLE \$4.79



18% OFF

\$12.99

WISHGARDEN HERBS®
Kick-Ass Immune Pump
2 OZ.

This unique team of immune, respiratory, and lymphatic herbal heroes support your body's natural resistance.*

ALWAYS AFFORDABLE \$15.99



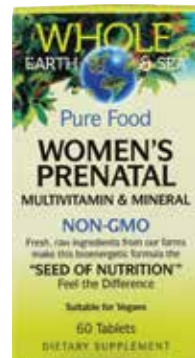
18% OFF

\$24.99

NATURAL FACTORS®
Whole Earth & Sea Women's Prenatal Multivitamin & Mineral 60 TAB

Includes Farm Fresh Factors™, a nutrient-dense base made with fresh, raw earth & sea vegetables, cruciferous sprouts, polyphenol-rich fruits, and herbs.*

ALWAYS AFFORDABLE \$30.49





GET READY FOR THE BIG GAME



{N}POWER ONLY OFFER

\$5 OFF

YOUR PURCHASE
OF \$54 OR MORE ON
FEBRUARY 1, 2020



ONLY 100%
ORGANIC PRODUCE

JOIN ONLINE
NATURALGROCERS.COM/JOIN

This offer is only available to registered {N}power members. Must be registered by 1/31/2020. Offer valid only on February 1, 2020 at participating Natural Grocers stores. \$54 minimum purchase requirement does not include sales tax. Limit one transaction per household. Reward may not be redeemed for gift cards, store credit or cash. Purchases of gift cards do not apply to accumulation of \$54 minimum purchase requirement. \$5 off reward will be applied to the price paid after discounts. Even though you can use multiple offers in one transaction, the \$54 minimum purchase requirement must be met after all discounts are applied. Offer void where prohibited by law. We reserve the right to correct errors. **See naturalgrocers.com/privacy/ for our Privacy Policy and naturalgrocers.com/terms/ for the {N}power Terms of Use. Message and data rates may apply.



BIG GAME SPECIALS

NACHO ORDINARY SALE

99¢
EACH

LIMIT 6



ORGANIC AVOCADOS

2/\$5

LIMIT 6 PKGS



**NATURAL GROCERS BRAND
TORTILLA CHIPS** (ASSORTED VARIETIES)
ALWAYS AFFORDABLESM \$2.99

\$2.99

LIMIT 6 PKGS



NATURAL GROCERS BRAND CHEESE
(ASSORTED VARIETIES)
ALWAYS AFFORDABLESM \$3.79 - \$3.99

99¢
EACH



**NATURAL GROCERS BRAND
CANNED BEANS** (ASSORTED VARIETIES)
ALWAYS AFFORDABLESM

UP TO 18% OFF
ALWAYS AFFORDABLESM



17% OFF

\$18.69-\$24.89

HOST DEFENSE®
MycoBotanicals® Brain or MyCommunity®
60 VCAP
Certified organic mycelium and fruitbodies, with a full spectrum of constituents.*
ALWAYS AFFORDABLE \$22.59-\$30.19



16% OFF
\$4.99



TRUE STORY®
Organic Sliced Deli Meats
6 OZ.
All-natural, non-GMO and organic deli meats.
ALWAYS AFFORDABLE \$5.99



\$34.99

SOLGAR®
Whey to Go® Whey Protein
Chocolate or Vanilla
32-41 OZ.
Formulated with a blend of uniquely processed whey protein isolate and whey protein concentrate.*
ALWAYS AFFORDABLE \$42.99

17% OFF

\$1.89



RUNA®
Organic Clean Energy Drinks
12 OZ.
An all-natural tea-based energy drink made from Amazonian Guayusa Tea.
ALWAYS AFFORDABLE \$2.29



17% OFF

\$8.69

BOIRON®
Coldcalm
60 TAB
Temporarily relieves cold symptoms, such as sneezing, runny nose, nasal congestion, and minor sore throat.*
ALWAYS AFFORDABLE \$10.59



16% OFF

\$7.99

AVALON®
Lavender Shampoo or Conditioner
11 OZ.
Lavender shampoo and conditioner that cleanses & nourishes every strand to make hair soft, smooth, & shiny.
ALWAYS AFFORDABLE \$9.59



16% OFF

\$2.49



NATIVE FOREST®
Select Organic Coconut Milks
13.5 OZ.
The organic coconut milk that can do almost anything!
ALWAYS AFFORDABLE \$2.99



15% OFF

\$23.99

BARLEAN'S®
Seriously Delicious™ Omega-3
Various flavors
16 OZ.
Taste the fruit, not the fish, and get more Omega-3s, too!*

ALWAYS AFFORDABLE \$28.25-\$31.99

OFFERS VALID JANUARY 13 TO FEBRUARY 1, 2020

good4u

NEW PRODUCTS



CLIF® ORGANIC WHOLE LOTTA BARS

The Clif Whole Lotta bar is packed with a whole lotta flavor and organic goodness including fruits, nuts, seeds, and pea protein packing that extra protein punch. **ALWAYS AFFORDABLE \$2.55**



BASE CULTURE® GLUTEN-FREE BREAD LOAVES

Arrowroot flour, golden flax, and honey give this keto bread a nutty-sweet taste that can't be beat! **ALWAYS AFFORDABLE \$9.79**



DANG® PLANT-BASED KETO BARS

Stay full and feel lighter with plant-based fats from coconut, cocoa butter, and almonds, plus vegan pea protein in these delicious, tasty new Keto Certified bars. **ALWAYS AFFORDABLE \$2.19**



ENZYMEDICA® DIGEST KETO

Contains enzymes specifically designed to help the body break down and absorb fats and proteins.* **ALWAYS AFFORDABLE \$35.39**



PATCH® COCONUT OIL KIDS ADHESIVE BANDAGE

Made with soft, organic bamboo fibre, embedded with coconut oil gauze and hypoallergenic Pressure Sensitive Adhesive (PSA). **ALWAYS AFFORDABLE \$6.49**



BLUEBONNET NUTRITION® ONE LADIES' OR MEN'S FOOD-BASED MULTI

Bursting with cutting-edge nutrients at potencies based on current science in conjunction with the most updated recommended daily values (DV).* **ALWAYS AFFORDABLE \$24.99**



All items are available while supplies last; no rain checks. We reserve the right to correct errors.

*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.

HOT DEALS

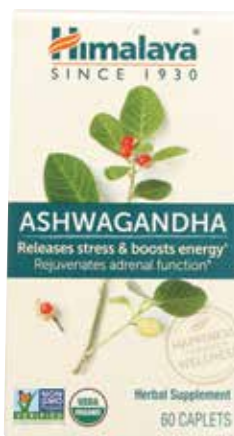
JANUARY 16TH-18TH ONLY!

49% OFF

\$9.99

HIMALAYA HERBAL®
Ashwagandha
60 CAP

ALWAYS AFFORDABLE \$19.89

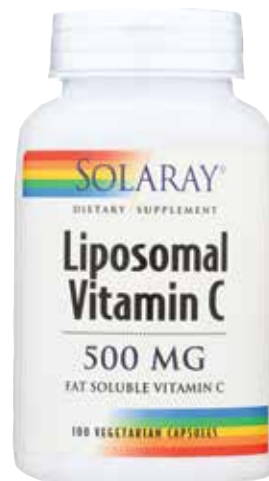


48% OFF

\$9.89

SOLARAY®
Liposomal Vitamin C
500 mg
100 VCAP

ALWAYS AFFORDABLE \$19.25



22% OFF

\$18.49-\$31.79

VITAL PROTEINS®
Collagen Peptides Unflavored
10-20 OZ.

ALWAYS AFFORDABLE \$23.75-\$40.85



30% OFF

\$3.79

DR BRONNERS®
Toothpaste
Various Flavors
5 OZ.

ALWAYS AFFORDABLE \$5.49



32% OFF

\$10.49

NOW®
Vitamin D-3
5000 IU
240 SG

ALWAYS AFFORDABLE \$15.49



HOT DEALS

JANUARY 16TH-18TH ONLY!



30% OFF

\$3.89

ZEVIA®
Zero Calorie Stevia Sodas
6 PK.

ALWAYS AFFORDABLE \$5.99



23% OFF

\$2.39

NATIVE FOREST®
Select Organic Coconut Milks
13.5 OZ.

ALWAYS AFFORDABLE \$2.99



25% OFF

\$2.39

GT'S®
Organic Kombuchas
16 OZ.

ALWAYS AFFORDABLE \$3.19



25% OFF

\$6.69

SIETE®
Grain Free Tortillas
8 CT.

Tastes like a flour tortilla but these almond flour tortillas are gluten free, grain free, vegan, dairy free, paleo, non-GMO, and soy free.

ALWAYS AFFORDABLE \$8.99



33% OFF

\$1.99

CASCADIAN FARM®
Organic Frozen Vegetables

ALWAYS AFFORDABLE \$2.99



THINK WIS

PARTY TIME CRUNCH

Our tortilla chips have that “can’t-stop-eating-them” texture. With just the right thickness, reliable crispness, and the stone-ground flavor of old family recipes, they’re everything guacamole’s ever wanted in a triangle kind of chip! Minimal ingredients and a dash of sea salt let anything you pair them with shine. Blue begs for a side of green chili; yellow can’t wait for queso and white screams for any culinary adventure you have in mind. Our corny foods are certified organic, non-GMO, gluten-free, and waiting for you to say “party”!



SUMMERTIME ANYTIME

It's time to move over “cherry on top” because we have Natural Grocers mixed berries on top! Our frozen fruit has that spot-on sweet flavor that you’re looking for when it’s in-season fresh. It’s certified organic and non-GMO because that’s how we do things ‘round here. Added sugar, gluten, and other junk aren’t hiding inside the BPA-free bags, simply fruit loaded with fiber and vitamin C. It’s summertime anytime in our freezer section these days, with all kinds of berries and heavenly bites of mangoes, too. You can add them to smoothies, but with flavor like this, you’re going to want to do so much more!



SALE
\$4.29
PER
16 oz.
1/13 - 2/1/20



SELY

If you're thinking about the mundane task of writing your next grocery list, how about doing a little light reading first? Allow us to introduce you to "Think Wisely"—a narrative about the stuff you may want to include in your next snack, or brunch, or "welcome to the neighborhood" gift basket... Every product has a story to tell, and we're having a blast finding some fun ones to share with you. All you have to do is sit back, relax and make that grocery list something you look forward to.



ALWAYS AFFORDABLE™
\$4.89
 PER
 25 oz.

PASTA NIGHT IS OUR FAVORITE WAY TO PASTA TIME

What's the difference between good pasta sauce and the legendary kind that haunts your dreams? Two words—heirloom tomatoes! They're the reason every mouthful of our premium pasta sauce is filled with unforgettable flavor. It gets even better when you combine locally grown, heirloom tomatoes with extra-virgin olive oil, sea salt and a handful of veggies and spices! Kettle cooked in small batches; it's certified organic, vegan-friendly, and FREE of artificial preservatives, colors, flavors, or added sugar. Now you can enhance all your favorite pasta dishes with the secret to legendary taste: heirloom tomatoes, premium ingredients and artisanal excellence. We've made it easy to bring fine dining home and enjoy it family style!

YOU SAY TOMATO, WE SAY CANNED TOMATOES

You say tomato, we say Natural Grocers brand of canned tomatoes, any way you like them. Grown in the California sunshine, on certified organic family farms, they're never picked before they're ready which guarantees they come home to you brimming with that bright tomato flavor. Micro irrigation saves on water, while recycled materials and BPA free linings make up the cans. They're steam peeled, keeping harsh chemicals out of the process, and they're completely free of added sugar. Our fire roasted, crushed or diced will amp up the delicious of any recipe you add them to. If you're in a spicy kind of mood, we have them with green chile, or you can go Italian with notes of garlic, basil and oregano. Whether you want them with salt or without, crushed, diced, petite or in juice, our canned tomatoes are always at their savory best. You say tomato, we say keep your pantry stocked for any occasion with the finest quality on the block.

ALWAYS AFFORDABLE™
\$1.69
 PER
 10 oz.



ALWAYS AFFORDABLE™
\$1.69
 PER
 14.5 oz.



YOU'LL WANT TO WAKE UP FOR THIS

The aroma is as enchanting as the first time you noticed it - those Sunday mornings at your grandparents' house, as they divided up the comics over steaming mugs of coffee. It's a fresh cup of Natural Grocers' coffee, deliciously waking up our neighborhood! Certified organic and fair trade, it comes from an employee-owned company that helps farmers' children pursue higher education and pays beyond fair-trade premiums. We have six habit-forming varieties from French Roast and Breakfast to single-origin beans. Gramps and Gram may have had better comics, but we have better coffee, and now you're old enough to try it!

ALWAYS AFFORDABLE™
\$6.99
 PER
 10 oz.



ALWAYS AFFORDABLE™
\$6.99
 PER
 10 oz.





CHOCOLATE IS THE ANSWER

What's the one right answer to any question? In our world, it's Natural Grocers Organic Belgian Chocolate Bars! Smooth. Rich. Balanced. They coat your taste buds with flavor, melting into creamy bliss, the way only premium Belgian chocolate can. Our five exquisite varieties are crafted from Rainforest Alliance Certified cocoa and infused with organic sea salt, caramel, almonds, pineapple, and coconut. They're made without artificial additives or GMOs but *with* social equity and environmental sustainability. Minimal ingredients, in the hands of world-class chocolatiers, results in decadence we couldn't pass up. Come and get yours before we eat them all ourselves!



SPREAD THE DELICIOUSNESS

Find yourself in a jam? Why not try Natural Grocers preserves! They're like jam the way grandma used to make it. Certified organic and non-GMO, they're high in flavor and low in sugar—30% LESS than similar brands! Tastefully produced in small batches and packed in family-sized, recyclable jars, they come from preserving partners who share our values of giving back to their communities. We have all your favorite berry flavors, plus apricot for loads of extra fun like glazing and arguing over pronunciation. Now you can spread the deliciousness on everything, and never get stuck in a jam again.

THE TOAST WITH THE MOST

Something was missing in our bread section. We couldn't find that sweet spot—that chewy texture, with a side of nutty crunch, for an always affordable price spot. So, we decided to bring home our own sprouted bread and change the future of sandwiches. Packed with whole-grain taste and free of junk, it's certified organic, non-GMO and kosher. Sprouting boosts protein and fiber content, lowers the glycemic index and can help improve digestion of grains, which makes this a real breadwinner, (pun intended)! So toast to making it in a peanut and tree-nut free facility and sink your teeth into deliciousness.

BREAKFAST, BRUNCH, WHY NOT LUNCH?

What is thick, caramelly and divine on French toast? Adores cold climates and nutritious lifestyle habits? Maple syrup! We adore maple syrup, so we went searching for our own bucket full. We knew we found it when we tasted these robust drops, with a strength of flavor like no other syrup class. It doesn't quit after breakfast either—it's splendid for glazing, grilling, and baking, too. Collected with care for the forest, using low impact methods, now we're bringing it home in BPA-free containers, certified organic and non-GMO. Drizzle some over your pork or pancakes... you'll see. There's finally a world-class, Grade A maple syrup, with a house brand kind of price!



THE MOTHERLODE OF VINEGAR

Our apple cider vinegar is bursting with flavor—the crisp tang of apples, straight from the tree and never from concentrate. It's raw, unfiltered, organic, and it has 'the mother,' which is the life source of fermented products and packed with beneficial nutrients and bacteria.

Sustainably produced on the west coast from local apples, it's pressed into juice, then converted to vinegar; it's as simple as that—no pasteurization. The process is zero-waste, using every piece from peel to the core, and the allergen-free facility employs more than 50% solar-powered energy. Brighten your routine with this champion of vinegar at our gold medal prices!



ADVENTURE-WORTHY SNACKING

It's adventure time at Natural Grocers—our favorite, protein-rich snack is calling all explorers! Just toss a bag of our Organic, 100% Grass-Fed Beef Jerky in your pack, and let the dare-devilling begin. Flavor shouts to your taste buds, in the savory notes of beef brought up the way it was meant to be—on pasture. Raised in the grasslands of Uruguay, it's USDA certified organic and never given hormones, antibiotics, or animal by-products. There are NO added nitrites lurking in the BPA-free bags, BUT there is something to fulfill all your meaty cravings. From the zesty kick of Peppered to the sweet bite of Teriyaki or the smoky heat of Chipotle, the hardest choice will be which one to adventure with today. You can love taking chances, but you don't have to take a chance on this!



NATURAL GROCERS BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICE™



Possibilities as Endless as the Sea

Natural Grocers sardines are a nutritional powerhouse packed with protein and Omega-3s EPA and DHA. They're sustainably caught, which means they're not only good4u, they're good4 the planet too! Eat them straight out of the can or create your own Mediterranean meal as they make the perfect complement to salads, crackers, olives, and cheese. The possibilities are endless—just like the sea they're sourced from.



From the Kitchen to Your Coffee Cup

Natural Grocers Brand Organic Extra Virgin Coconut Oil is a high-grade, unrefined, premium product obtained from the first cold pressing of organic coconut kernels. With its naturally occurring medium-chain triglycerides (MCTs), it's no wonder coconut oil has become the go-to oil not only for cooking and baking but for health and beauty routines as well—hack your coffee anyone? It's easy to do with a scoop of our coconut oil sourced from some of the purest, most unrefined coconuts on the planet. Oh, and did we mention? It's priced just right so you can afford to make your health a priority—from the kitchen to your coffee cup, make Natural Grocers Organic Coconut Oil part of your everyday routine.



Cold-Pressed at its Best!

The silky texture of our extra-virgin olive oil hits all the right notes: light aromas of apple and almond on the nose, and a slight spiciness at the end. It's cold-pressed and unadulterated, sourced from the olive groves of Spain, where silvery trees have graced sunny hillsides for centuries. This everyday indulgence is certified organic and non-GMO, produced in a nut-free facility. Uniquely sustainable and distinctively delicious, its excellence contributes to renewable energy AND returning dinner guests. Pair with anything that tempts your palate for a luxuriously delightful experience at an everyday affordable price.

16% OFF

\$34⁹⁹

VITAL PROTEINS®
Collagen Whey Protein
19.6-28.3 OZ.

Made with grass-fed whey protein and collagen peptides.*

ALWAYS AFFORDABLE \$41.79



UP TO 16% OFF
ALWAYS AFFORDABLE

16% OFF

\$19⁷⁹-\$33⁹⁹

VITAL PROTEINS®
Collagen Peptides Unflavored
10-20 OZ.

Support healthy hair, skin, nails, bone and joint health, muscle recovery, and more.*

ALWAYS AFFORDABLE \$23.75-\$40.85



15% OFF

\$38⁹⁹

VITAL PROTEINS®
RecoveryWAVE®
All Flavors
25.7-28.3 OZ.

Helps support muscles, joints, and tendons post exercise.*

ALWAYS AFFORDABLE \$46.65



15% OFF

\$17⁷⁹

NATURAL FACTORS®
CLA Tonalin®
1000 mg
90 SG

Designed to support healthy weight maintenance and lean muscle growth.*

ALWAYS AFFORDABLE \$20.99



15% OFF

\$12⁸⁹

SOURCE NATURALS®
Colloidal Silver
45 PPM
2 OZ.

Designed to help support the body's defense system when under physical stress.*

ALWAYS AFFORDABLE \$15.19



15% OFF

\$1⁵⁹

INKA CROPS®
Plantain Chips
3.25-4 OZ.

Loaded with nutrients, crunch, and flavor that you won't be able to resist.

ALWAYS AFFORDABLE \$1.89



13% OFF

\$8⁹⁹

NOW®
Almond Oil
16 OZ.

A natural oil that's perfect for nourishing and reviving any skin type.

ALWAYS AFFORDABLE \$10.39



OFFERS VALID JANUARY 13 TO FEBRUARY 1, 2020

NATURAL GROCERS® BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICESM



SALE
\$5.49
1 LB.

NATURAL GROCERS® BRAND BULK WHEY PROTEIN CONCENTRATE

Discover a new *whey* to boost protein and power up your day!

ALWAYS AFFORDABLE \$6.29



NATURAL GROCERS® BRAND BULK ORGANIC WHOLE CASHEWS

Make your own high-energy trail mix, or eat them straight outta the bag—either way, you'll save on our bulk price!

ALWAYS AFFORDABLE \$6.99



SALE
\$5.99
10 oz.

\$2.69

NATURAL GROCERS® BRAND BULK ORGANIC CHIA SEEDS 8 OZ.

Get creative and include nutrient-dense chia seeds in homemade baked goods, breakfast smoothie bowls, yogurt, and more!

ALWAYS AFFORDABLE \$2.69



\$7.99

NATURAL GROCERS® BRAND BULK MACADAMIA NUTS 8 OZ.

Fat-friendly macadamia nuts are delicious and nutritious by the handful. Grab your bag today!

ALWAYS AFFORDABLE \$7.99



\$4.99

NATURAL GROCERS® BRAND BULK CALIFORNIA NATURAL ALMONDS 1 LB.

We're taking the meaning of "health nut" to a whole *almond* level, literally. Grown in the California sunshine, make any time the best time for a healthy snack.

ALWAYS AFFORDABLE \$4.99



NATURAL GROCERS® BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICESM



\$2⁹⁹
1 LB.



NATURAL GROCERS® BRAND BULK ORGANIC SEEDLESS RAISINS

We're raisin' the roof with our organic seedless raisins! They're perfect on-the-go, in trail mixes, baked into cookies—please the whole family by bringing home a bag today!

ALWAYS AFFORDABLE \$2.99

\$3⁹⁹

NATURAL GROCERS® BRAND BULK ORGANIC PUMPKIN SEEDS 1 LB.

Unlock the power of pumpkin seeds in your everyday diet—they're loaded with nutrients including iron, selenium, calcium, B vitamins, and more!

ALWAYS AFFORDABLE \$3.99



\$3⁴⁹

NATURAL GROCERS® BRAND BULK ORGANIC TRI-COLOR QUINOA 1 LB.

A delicious source of plant-based protein, cooked quinoa can be an essential part to any meal!

ALWAYS AFFORDABLE \$3.49



\$1⁷⁹
1 LB.



NATURAL GROCERS® BRAND BULK ORGANIC BROWN FLAX SEEDS

Did you know, flax seeds contain a good amount of protein, fiber and omega-3 fatty acids, in addition to being a good source of some vitamins and minerals?

ALWAYS AFFORDABLE \$1.79

\$1⁹⁹

NATURAL GROCERS® BRAND BULK EPSOM SALT 2 LB.

Pour it into a hot bath, step up your beauty routine, or even pamper your house plants with the benefits of magnesium sulfate, aka epsom salt!

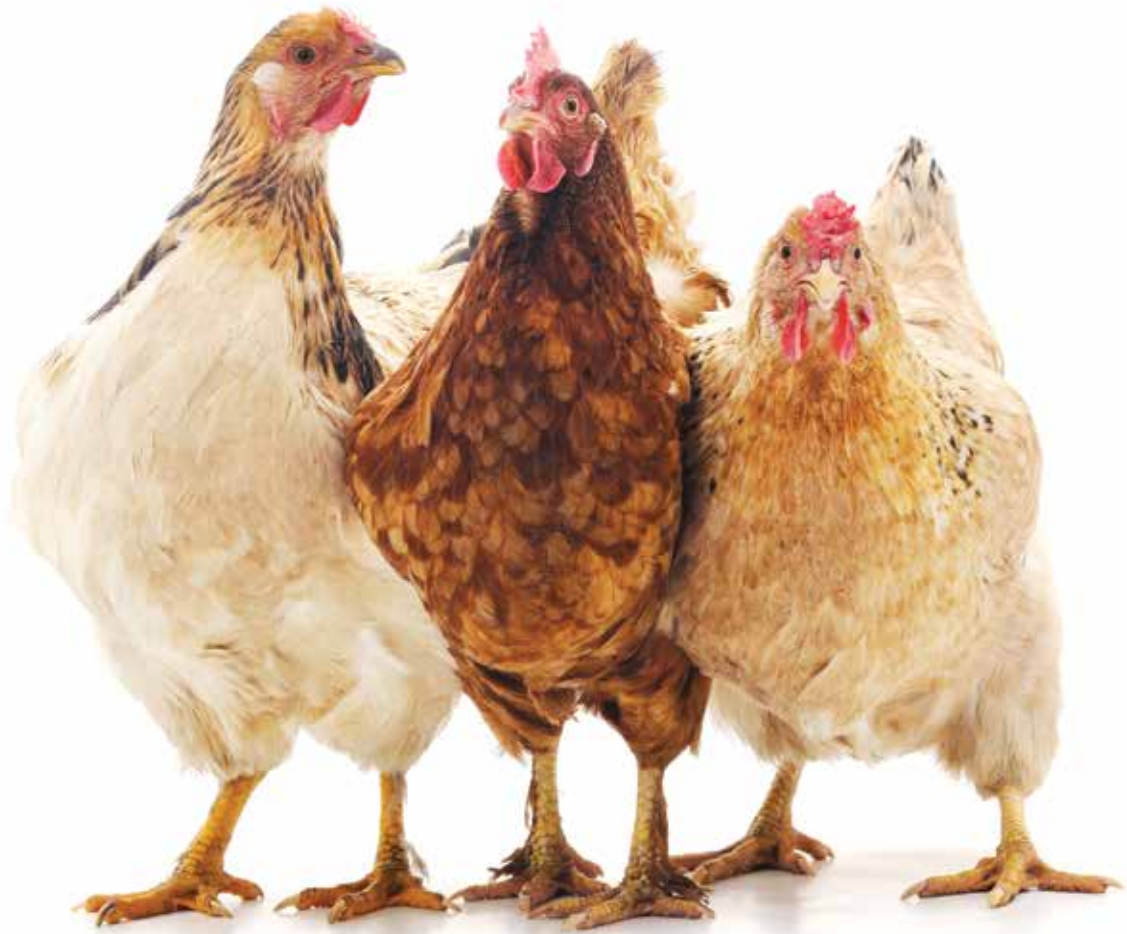
ALWAYS AFFORDABLE \$1.99





NATURAL GROCERS®

OUR CHICKENS DON'T DO DRUGS



{N}POWER® PRICING ONLY

Mary's Non-GMO Whole Chicken

\$7.99 EACH



ALWAYS AFFORDABLE AT \$8.99

Mary's Organic Whole Chicken

\$9.99 EACH



ALWAYS AFFORDABLE AT \$10.99

\$5.59 PER LB.

MARY'S®
Non-GMO Boneless
Skinless Breast PER LB.

Up your chicken game with Mary's air-chilled boneless skinless chicken breasts.

ALWAYS AFFORDABLE \$6.05 PER LB.



46¢ OFF
per lb.

See store for details. This offer is only available only to registered {N}power members beginning 8/1/2019 and is redeemable only for in-store purchases at participating Natural Grocers stores. Discount will be applied to the product's regular, non-discounted price. Quantity limited to stock on hand; no rain checks. Discount cannot be combined with other offers. We reserve the right to correct errors. Void where prohibited by law.

14% OFF

\$14⁸⁹-
\$28⁹⁹

SOURCE NATURALS®
Wellness Formula® tabs
90-180 TAB

Includes herbs, antioxidants, vitamins, and minerals designed to bring harmony to the interconnected body systems responsible for your immune health.*

ALWAYS AFFORDABLE \$17.49-\$33.99



UP TO 15% OFF
ALWAYS AFFORDABLE

15% OFF

\$2⁶⁹

GT'S®
Organic Kombuchas
16 OZ.

Taste the GT's difference with every healthful, flavorful sip.

ALWAYS AFFORDABLE \$3.19



14% OFF

\$28⁹⁹

COUNTRY LIFE®
Gut Connection™
StressBalance™ or DigestiveBalance™
60 VCAP

A scientifically formulated range of supplements that connects the gut to individual health issues that matter.*

ALWAYS AFFORDABLE \$33.79



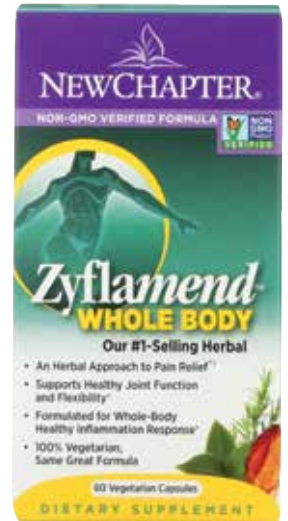
14% OFF

\$26⁴⁹

NEW CHAPTER®
Zyflamend
60 VCAP

Provides healthy inflammation support, and helps support healthy joint function and flexibility.*

ALWAYS AFFORDABLE \$30.99



14% OFF

\$12⁹⁹

NATURAL FACTORS®
Organic Oil of Oregano
1 OZ.

Derived from wild-crafted Origanum vulgare using gentle steam distillation to ensure purity.*

ALWAYS AFFORDABLE \$15.19



13% OFF

\$15⁹⁹

RENEW LIFE®
Ultimate Flora™ Probiotic
Everyday 15 Billion
30 VCAP

A potency formula with 12 specially selected Bifidobacterium and Lactobacillus strains.*

ALWAYS AFFORDABLE \$18.59



13% OFF

\$34⁹⁹

RENEW LIFE®
Ultimate Flora™ Probiotic
Women's Complete
90 Billion
30 VCAP

Designed to re-establish digestive balance and support immune health.*

ALWAYS AFFORDABLE \$40.29



UP TO 11% OFF
ALWAYS AFFORDABLESM



11% OFF
\$34.99

NATURE'S PLUS®
Spiru-Tein® Chocolate or Vanilla
2-2.4 LB.

Featuring a unique blend of ingredients, including isolated soy protein from only non-GMO soybeans.*

ALWAYS AFFORDABLE \$39.59



11% OFF
\$15.99

MRM®
CoQ-10 100 mg w/ L-Carnitine Liquid Orange
16 OZ.

Supports cardiovascular health and energy production from fats.*

ALWAYS AFFORDABLE \$17.99



10% OFF
\$21.49

MRM®
Egg White Protein Chocolate or Rich Vanilla
12 OZ.

A source of protein that is 100% derived from egg albumen.*

ALWAYS AFFORDABLE \$23.99

10% OFF
\$13.49



MRM®
CoQ-10 100 mg
120 SG

Co-Q10 is critical to the function of heart, liver, and kidneys where it supports cell membrane stabilization and acts as a free radical scavenger.*

ALWAYS AFFORDABLE \$14.99



10% OFF
\$5.69

DESERT ESSENCE®
Tea Tree Mouthwash
16 OZ.

Naturally cleans, helps to reduce plaque buildup, and refreshes the mouth and gums.*

ALWAYS AFFORDABLE \$6.35



10% OFF
\$35.99

NATURAL FACTORS®
Organic Greens
All Flavors
13.8-14.3 VCAP

Formulated to support an active, healthy, and sustainable lifestyle.*

ALWAYS AFFORDABLE \$39.99

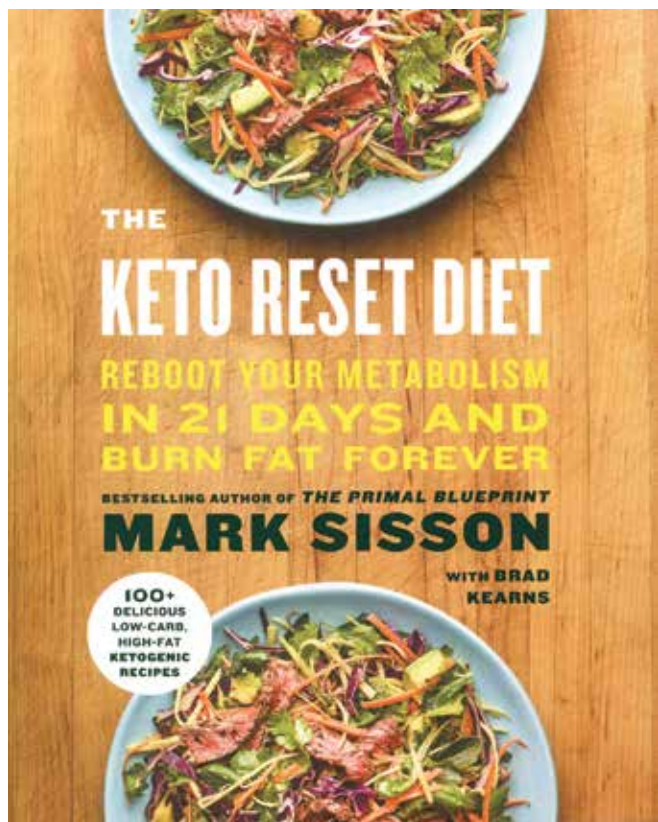


46¢ OFF per lb.
\$5.59 PER LB.

MARY'S®
Non-GMO Boneless Skinless Breast
PER LB.

Up your chicken game with Mary's air-chilled boneless skinless chicken breasts.

ALWAYS AFFORDABLE \$6.05 PER LB.



The Keto Reset Diet

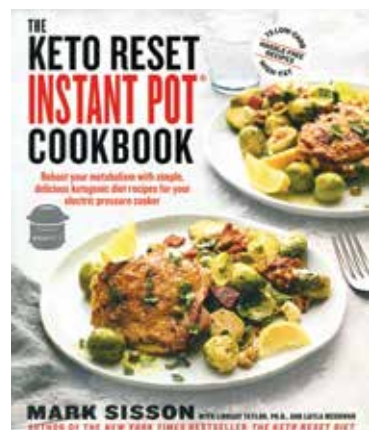
Mark Sisson

\$19.99
hardcover

MSRP \$27.99

Unlike many other ketogenic programs that require challenging restrictions and deprivation or offer misinformation, Mark Sisson, bestselling author of *The Primal Blueprint* and publisher of the #1 paleo blog MarksDailyApple.com, presents a unique two-step, scientifically validated approach for going keto the right way. He first reveals the real secret to rapid and sustained weight

loss, which is in becoming "fat-adapted" before entering full nutritional ketosis. This process allows your body to learn to burn fat more efficiently, resulting in increased and sustained weight loss over the long-term. It takes as little as 21-days to reprogram your metabolism to burn fat for fuel, by ditching processed grains, sugars, and refined vegetable oils in favor of nutrient-dense, high fat, primal/paleo foods--and you'll see immediate results. Next, you'll fine-tune with Intermittent Fasting and then foray into full ketogenic eating for a further weight loss boost and improved health.



The Keto Reset Instant Pot Cookbook

Mark Sisson

\$13.29
paperback

MSRP \$18.99

If you want a no-fuss way to get high-fat, low-carb meals on the table faster, *The Keto Reset Instant Pot Cookbook* makes following a keto-friendly diet easy with 75 all-new pressure cooker recipes. Mark Sisson, author of the New York Times bestseller *The Keto Reset Diet* and publisher of the number one paleo blog, MarksDailyApple.com, helps you escape carbohydrate dependency and undergo a total health transformation without following a restrictive diet or sacrificing great taste and variety. You'll discover the tenets of ketogenic eating and why burning fat for fuel is so effective for sustained weight loss and improved health.



The Keto Reset Diet Cookbook

Mark Sisson

\$19.59
paperback

MSRP \$27.99

This cookbook will help you replace your old favorites with keto-approved substitutes for pancakes, crepes, oatmeal, and even includes decadent desserts like Dairy-Free Avocado Mousse and Chai Panna Cotta. Hearty entrées like Braised Short Ribs with Mashed Cauliflower and Cheesy Eggplant-Spinach Casserole will keep you from ever feeling deprived or hungry. With these recipes, and many more, you'll experience a new world of culinary possibilities and lasting health.

Sensational SAVINGS

OFFERS VALID
JANUARY 13 TO FEBRUARY 1, 2020

57% OFF
99¢



ANNIE'S HOMEGROWN®
Select Natural Mac & Cheese Mixes
5.25-6 OZ.

ALWAYS AFFORDABLE \$2.35

49% OFF
99¢



MUIR GLEN®
Organic
Canned Tomatoes
14.5 OZ.

ALWAYS AFFORDABLE \$1.95-\$2.15

45% OFF
\$3.99



SOLARAY®
Vitamin C 500 mg
Two-Stage, Timed-Release
100 VCAP

ALWAYS AFFORDABLE \$7.35

44% OFF
\$4.89



SOLARAY®
Reacta-C
60 VCAP
500 MG

ALWAYS AFFORDABLE \$8.85

33% OFF
\$8.99-\$16.49



NATURAL FACTORS®
Lutein
20-40 mg
60 SG
Featuring LuteinRich™—naturally sourced, pure, high-potency lutein and zeaxanthin carotenoids derived from marigold petals.*

ALWAYS AFFORDABLE \$13.49-\$24.75

25% OFF
\$20.59



JARROW FORMULAS®
MagMind®
500 MG
90 VCAP

ALWAYS AFFORDABLE \$27.79

25% OFF
\$29.99

GARDEN OF LIFE®
myKind Organics
60 TAB
Women's or Men's Multi 40+

ALWAYS AFFORDABLE \$40.49



All items are available while supplies last; no rain checks. We reserve the right to correct errors.

*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.