



NATURAL GROCERS®

— Be Rooted In Health™ —

HEALTH HOTLINE®

OFFERS VALID AUG 7 TO AUG 29, 2020

A 3-DAY EVENT

65TH ANNIVERSARY

CELEBRATE & SAVE



— THURSDAY AUGUST 13TH — SATURDAY, AUGUST 15TH —

CELEBRATE OUR BIGGEST SALE OF THE YEAR & OUR CO-FOUNDER MARGARET ISELY'S BIRTHDAY!

EPIC SAVINGS

UP TO **50%** OFF THESE ITEMS + MORE

Terms & conditions apply. See page 22-25

3 DAYS ONLY!



{N}power® MEMBERS ONLY

While Supplies Last

3 DAYS ONLY!

FREE*

NATURAL GROCERS BRAND CHOCOLATE BAR

Only 1 per {N}power member



SWEEPSTAKES

WIN A 2020 SUBARU CROSSTREK OR \$30,000 CASH



ALL DAY AUGUST 13TH ONLY

FREE SELECT FROZEN DESSERT†

While Supplies Last

AUGUST 13TH ONLY



THIS ONE COUNTS



COUNT THE SUNDAES!

SEE PAGE 29 FOR

A CHANCE TO WIN A \$500

NATURAL GROCERS GIFT CARD

*Limit one per {N}power number. Valid August 13, 2020 – August 15, 2020 at participating Natural Grocers stores while supplies last; no rainchecks. **No purchase necessary. A purchase will not increase your chance of winning. Open only to legal residents of the 50 United States and the District of Columbia, 18 years or older. Void where prohibited by law. The Anniversary Sweepstakes starts on August 13, 2020 and ends on August 15, 2020. The Win 6 Months of Free Ice Cream sweepstakes starts on August 1, 2020 and ends on August 15, 2020. For official rules and complete details, visit: www.naturalgrocers.com/sweepstakes. Sponsor: Vitamin Cottage Natural Food Markets, Inc. †Limit one per customer. Valid August 13, 2020 at participating Natural Grocers stores while supplies last; no rainchecks. ††Excludes gift cards. We reserve the right to correct errors.



Sometimes the party happened at her house, in the cramped dining room, between the towering stacks of *National Geographic* and *The New York Times*. Laughter spilled out of the corners as the family gathered in the adjacent living room around the stone fireplace. Savory smells coming from the kitchen danced between conversations. A pot of red potatoes with the skins on would be bubbling on the stove, and the salad bowl waited, filled with a colorful mix of organic veggies. Other times the gathering would be at a restaurant, a bunch of tables pushed together, filled with family. Her schedule was so packed that cooking birthday dinner, as she loved to do, was sometimes a luxury, but she always made time to celebrate.

If you were one of the fortunate ones who called Margaret Isely mother, mother-in-law, grandmother, employer or friend, you knew how special it was to be you. She knew exactly how to make you feel like the world got lucky the day you were born!

August is her birth month, and the world did, indeed, get lucky the day she was born. We're celebrating our 65th anniversary as a company this year and throwing a birthday party for the woman whose greatest passion was the health of people and the planet. It burns brightly in the next generations of her children and grandchildren and guides everything we do at Natural Grocers®. She taught us that good health is a fundamental human right. It's why we make the highest quality products available at Always AffordableSM Prices, and the reason that Nutrition Education is one of our Founding Principles. We seek to empower our neighbors to claim your right to a healthier life and to honor the inseparable bond between the health of humans and that of the planet.

Most importantly, Margaret instilled in us her core belief that we cannot truly have a healthy society when hate, bigotry, and intolerance are accepted—we must be anti-racist, and actively fight bigotry and intolerance. The events of this year have shone a light into the too-long shadows of racism and inequity that plague our nation, and we stand within its beam, humbly, with grief and a pledge to fight for racial, gender and sexual-identity justice. We wish to take on the mantle of Margaret's fearlessness and follow her footsteps into uncharted territory with the fierce determination to take a stand, and also a step. One, and then another, and another toward eradicating the injustices that stand between us and a healthy society. We know she's out there somewhere with that bright, red-lipsticked smile, saying, "Get moving already!"

Happy Birthday Margaret! Thank you for being you.

The Isely Family

CONTENTS

5

RECIPE OF THE MONTH
GRILLED FISH TACOS WITH PEACH SALSA

9

EARTH WATCH. AIR POLLUTION: A SILENT KILLER

18

NUTRITION BYTES

22

ANNIVERSARY DEALS!

32

BE ROOTED IN HEALTHSM

38

STRESSING THE POINT

OUR 5 FOUNDING PRINCIPLES

NUTRITION EDUCATION

HIGHEST QUALITY PRODUCTS

ALWAYS AFFORDABLESM

COMMITMENT TO OUR COMMUNITY

COMMITMENT TO OUR good4uSM Crew

This periodical is intended to present information we feel is valuable to our customers. Articles are in no way to be used as a prescription for any specific person or condition; consult a qualified health practitioner for advice. These articles are either original articles written for our use by doctors and experts in the field of nutrition, or are reprinted by permission from reputable sources. Articles may be excerpted due to this newsletter's editorial space limitations. Pricing and availability may vary by store location. All prices and offers are subject to change. Not responsible for typographic or photographic errors.

NATURAL GROCERS® BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICE™

Always Affordable!

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 1,200,000 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™**

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



\$1.99
20 OZ.

NATURAL GROCERS BRAND
ORGANIC KETCHUP



A LITTLE SWEET, A LITTLE SALTY, A LITTLE TANG, SMOOTHLY BALANCED IN ONE DELICIOUS CONDIMENT

Some call it ketchup. We call it Natural Grocers can't-do-without-it deliciousness, and, also ketchup! It starts with juicy, ripe California tomatoes, bursting with sun-drenched flavor and blended with the just-right proportions of sugar, vinegar, and spices. Kosher and Certified Organic, Natural Grocers Brand Organic Ketchup is naturally non-GMO, vegan, gluten free, and made without artificial preservatives, flavors, or corn syrup. Produced by a company with family values like our own, it's the kind of staple that every kitchen requires. Because, let's face it—your inner kid, and your actual kids, crave the delight that a dollop of ketchup adds to the everyday details.

FROM THE FAMILY BRAND YOU TRUST

FOR THE LOVE OF ORGANICS: PEACHES, PLUMS & NECTARINES

By Charity Isely

They're the juiciest accessory of the summer—a must-have for every lover of good health and great flavor! Peaches, plums, nectarines... oh the deliciousness you can entertain with a summer afternoon and a bowl of sweet stone fruit.

PAMPER YOUR HEALTHIEST SELF

Grill them, add them to a salad, and eat them whole straight out of the bowl. Take a bite out of these reasons why you should:

- Cellular protection: The phenolic compounds found in stone fruits protect our cells from the damages of oxidative stress that we encounter daily through environmental and dietary exposure; they reduce inflammation too!^{1,2}
- Squash metabolic syndrome: One study found that the variety of phenolic compounds found in peaches, plums, and nectarines work synergistically to combat the inflammation, obesity, and blood sugar dysregulation that come with metabolic syndrome.³
- Promote positive moods: Curiosity, creativity, motivation and overall mental wellbeing increased significantly during a study on young adults who ate more fruits and veggies for just two weeks! Though stone fruits weren't the focus of the study, the researchers concluded that eating a variety of fruit and vegetables contribute to overall mental happiness.⁴

ENTERTAIN WITH ORGANIC

Sweet, tangy, melt-in-your-mouth flavor, these luscious summery treats have all that, and they are even better when you choose organic because organically grown peaches, plums, and nectarines have more of the antioxidants that make them extra good for you. A study comparing thirteen Japanese plum cultivars grown in conventional and organic systems found that organic production resulted in "significantly higher" amounts of anthocyanins and polyphenols as well as greater antioxidant capacity. Synthetic herbicides have varying effects that reduce the production of these beneficial phytochemicals.⁵ It's not surprising, then, that the

conclusion of this study is consistent with other research showing that in general, organic produce contains higher concentrations of health-supporting antioxidants.⁶

NOT WITH THE "DIRTY DOZEN"

Unfortunately, there are some not-so-sweet facts about summer's juiciest fruits. Nectarines and peaches have made the Environmental Working Group's Dirty Dozen list of produce with the most pesticide residue for the last five years, and 2020 is no different.^{7,8,9,10,11} This year they are number four and number seven, respectively.¹² Although plums didn't make the Dirty Dozen, the database whatsonmyfood.org, which tracks pesticide residue based on USDA reports, shows an unappetizing trend for conventional imported plums. Just over ninety-three percent of samples tested had traces of the fungicide Iprodione, a known carcinogen and suspected hormone disruptor. Even worse, the maximum amount found was above the chronic toxicity threshold for children.¹³

FOR THE LOVE OF YOUR HEALTH AND THE PLANET

As we savor the carefree, summertime flavors of stone fruit, let's also keep in mind the inter-connectedness between human health, the health of the planet, and social justice. We can't ignore the effects of industrialized agriculture, which is wreaking havoc on the environment while, at the same time, chronic diseases are on the rise. As reported by the Rodale Institute in their recently released paper, *The Power of the Plate*, "agriculture and factory farming are top contributors to global emissions and ambient air pollution." According to the World Health Organization, ambient air pollution is a significant contributor to respiratory-related deaths, from lung cancer to respiratory infection, with communities of color bearing the heaviest burden. Environmental justice is intertwined with social justice, so as you indulge in summer's sweet bounty, choose food that has been grown in a way that protects the environment and everyone's health.

**People are fed by the food industry,
which pays no attention to health, and
are treated by the health industry, which
pays no attention to food.**

Wendell Berry

References available upon request.





INGREDIENTS

1 (10-ounce) package wild-caught Alaskan cod fillets, thawed

Natural Grocers Brand Bulk Seasonings:

½ teaspoon Real Salt

½ teaspoon Organic Ground Black Pepper

½ teaspoon Organic Chipotle Pepper

½ teaspoon Organic Garlic Granules

Natural Grocers Brand Organic Extra Virgin Coconut Oil, for greasing grill grates

8 organic corn tortillas

FOR THE SALSA:

3 medium organic peaches, rinsed and diced (about 2 cups); or sub 2 cups defrosted organic frozen peaches, diced (or substitute organic stone fruit of your choice)

½ cup diced organic red onion

1 large organic jalapeño, stem and seeds removed, minced

½ teaspoon Natural Grocers Brand Bulk Real Salt

Juice of one organic lime

1 teaspoon Natural Grocers Brand Organic Apple Cider Vinegar

2 tablespoons chopped organic cilantro

Pinch (or more) of Natural Grocers Brand Bulk Organic Cayenne Pepper

TOPPINGS

1 organic avocado, sliced

1 cup organic cilantro leaves

1 organic lime, quartered

¼ head organic cabbage, thinly sliced

1 small organic red pepper, stem and seeds removed, diced

GRILLED FISH TACOS WITH PEACH SALSA

This quick dish is the perfect celebration of summer with its abundance of good4uSM fruits and veggies! The peach salsa is a delicious twist on traditional pico de gallo and pairs perfectly with the grilled fish. Serve family style and let everyone make their own for a fun summer meal.

INSTRUCTIONS

TOTAL TIME: 35 MINUTES | MAKES: 8 TACOS

1. Preheat grill to medium.
2. Mix the seasonings for the fish in a small bowl. Pat the fish dry and sprinkle the spice mixture over all sides of the fish, using your hands to press the spices onto the fish.
3. Combine the salsa ingredients in a bowl and stir to combine. Taste and adjust salt and cayenne as desired.
4. Prep the topping ingredients and arrange on a large platter.
5. Scrub the grill grates and lightly grease with the coconut oil on a folded paper towel held with tongs. Place the fish on the grill grates, cover, and cook for 3-4 minutes, or until the fish easily releases from the grates and is nearly cooked through. Carefully flip the fish, taking care to place it on the grill so large pieces don't fall through the grates.

6. Cover and cook 1-2 more minutes, or until the fish is just cooked through. (Because the thickness of your fillets may vary considerably, use these times as suggestions and instead pay attention while cooking to remove the fish when it is just cooked through to avoid overcooking. Fish is cooked through when it is no longer opaque in the middle and flakes when a fork is inserted into the center and twisted.) Transfer the fish to a serving dish. Tent the fish loosely with foil and allow it to rest.
7. Grill the tortillas, about 30 seconds per side until warm and pliable; transfer to the platter with the toppings, or a small plate.
8. Use two forks to gently break the fish into pieces. Serve family style, allowing each person to load their own tacos.

TUNE IN ON AUGUST 13TH AT 6PM MST TO WATCH HEALTH CRUSADERSM GUIDE YOU THROUGH COOKING THIS RECIPE! [NATURALGROCERS.COM/HEALTH-CRUSADER-COOKS](https://www.naturalgrocers.com/health-crusader-cooks)



UP TO 36% OFF
ALWAYS AFFORDABLE™

\$10⁴⁹

JARROW FORMULAS®
PS-100, 100 mg
30 SG

ALWAYS AFFORDABLE \$16.59



36% OFF



36% OFF

\$13⁹⁹

JARROW FORMULAS®
MaculaPF™
Blue Light Protection
30 SG

ALWAYS AFFORDABLE \$21.49

SMARTY PANTS®

33% OFF

\$12⁹⁹

NATURAL FACTORS®

CranRich® Super Strength 500 mg
180 CAP

Provides a superior source of cranberry's unique health-promoting compounds.*

ALWAYS AFFORDABLE \$19.49



31% OFF

\$14⁷⁹

Kids Complete
Multi + Omega 3
Vitamin D3 + B12
120 GUMMIES

ALWAYS AFFORDABLE \$21.69



30% OFF

\$15⁴⁹

Organics
Kids Complete
Multi
120 GUMMIES

ALWAYS AFFORDABLE \$21.99



27% OFF

\$13⁴⁹

NATURAL FACTORS®

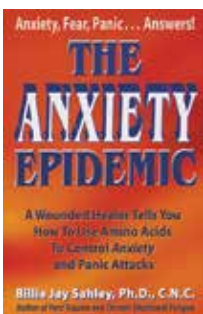
Alpha-Lipoic Acid 200 mg
120 CAP

Alpha-Lipoic Acid is a valuable free radical scavenger that is both fat and water soluble, enabling it to quench free radicals both inside and outside the cells.*

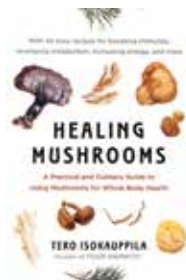
ALWAYS AFFORDABLE \$18.49



30% OFF THESE good4u™ BOOKS!



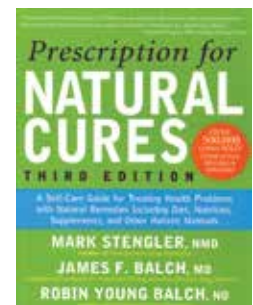
The Anxiety Epidemic
 Billie Jay Sahley, Ph.D., C.N.C.
 Paperback, MSRP \$10.95



Healing Mushrooms
 Tero Isokauppila
 Paperback, MSRP \$16.00



Primal Fat Burner
 Nora Gedgaudas
 Paperback, MSRP \$16.00



Prescription for Natural Cures
 Stengler, Balch & Balch
 Paperback, MSRP \$34.99

UP TO **29% OFF**
ALWAYS AFFORDABLE™



\$21⁴⁹
LIFESEASONS®
Urinari-X
90 VCAP
ALWAYS AFFORDABLE \$28.99

\$24⁴⁹
LIFESEASONS®
Glucose Stabili-T
60 SG
ALWAYS AFFORDABLE \$32.99



HIMALAYA HERBAL®

GAIA HERBS®



\$16⁶⁹
LiverCare®
120 VCAP
ALWAYS AFFORDABLE \$22.89

\$19⁵⁹
StressCare®
90 VCAP
ALWAYS AFFORDABLE \$22.49

\$7⁴⁹
SOLGAR®
U-Cubes™ Calcium w/ D3 Gummies
60 GUMMIES
Promotes healthy bones and teeth and formulated with D3 to support immune-system health.*
ALWAYS AFFORDABLE \$9.99



\$15⁹⁹
Turmeric Supreme Joint
60 VCAP
ALWAYS AFFORDABLE \$22.59

\$26⁹⁹
Turmeric Supreme
120 VCAP
ALWAYS AFFORDABLE \$34.99

COUNTRY LIFE®



\$16⁷⁹
Maxi-Hair Plus
120 VCAP
ALWAYS AFFORDABLE \$23.49

\$15⁴⁹
Maxi-Collagen 7000 Flavorless
7.5 OZ.
ALWAYS AFFORDABLE \$17.99

\$8³⁹
SIMILASAN®
Complete Eye Relief Eye Drops or Dry Eye Relief Eye Drops
0.33 OZ.
Designed for temporary, multi-symptom relief from redness, burning, watering, grittiness, dryness, and irritation.*
ALWAYS AFFORDABLE \$11.79

\$8⁴⁹
NATURAL FACTORS®
DGL Licorice Root Extract
90 CHEW
A natural digestive aid derived from licorice root extract to support the mucus lining that protects your stomach and intestines.*
ALWAYS AFFORDABLE \$11.19

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 Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

NOW DEALS
UP TO 30% OFF
ALWAYS AFFORDABLE™



\$899

NOW®

**Acetyl-L-Carnitine 500 mg
 50 VCAP**

An amino acid that supports cellular energy production.*

ALWAYS AFFORDABLE \$12.85

30% OFF



28% OFF

\$1079

NOW®

**MK-7 Vitamin K-2 100 mcg
 60 VCAP**

Delivers a highly biologically active form of vitamin K-2 derived from non-GMO natto, a traditional Japanese fermented food.*

ALWAYS AFFORDABLE \$14.99

\$1079

NOW®

**NAC 600 mg
 100 VCAP**

Promotes the formation of glutathione, a powerful free radical scavenging compound that helps to maintain normal, balanced immune system function.*

ALWAYS AFFORDABLE \$14.99

28% OFF



\$1649

NOW®

**5-HTP 100 mg
 120 VCAP**

Provides neurotransmitter support.*

ALWAYS AFFORDABLE \$21.49

23% OFF



\$1079

NOW®

**Saccharomyces Boulardii
 60 VCAP**

Supports the health of the intestinal tract, encourages a healthy gut flora, and supports a balanced intestinal response to internal and environmental stressors.*

ALWAYS AFFORDABLE \$14.99

28% OFF



\$979

NOW®

**Silver Sol 10 PPM
 4 OZ.**

Silver Sol is composed only of elemental silver (10 parts per million) and deionized water.*

ALWAYS AFFORDABLE \$13.59

27% OFF



\$799

NOW®

**Ultra B-12
 4 OZ.**

Vitamin B-12 is essential for proper red blood cell production, homocysteine metabolism, and the maintenance of a healthy gastrointestinal tract.*

ALWAYS AFFORDABLE \$10.79

25% OFF



\$2079

NOW®

**NAC 600 mg
 250 VCAP**

Support liver health, lung health, and a healthy respiratory system.*

ALWAYS AFFORDABLE \$26.89

22% OFF



\$1149

NOW®

**Vitamin D-3 5000 IU
 240 SG**

Helps support a healthy, balanced immune system.*

ALWAYS AFFORDABLE \$15.49

25% OFF



\$1499

NOW®

**Acetyl-L-Carnitine 500 mg
 100 VCAP**

A highly bioavailable form of the lysine derivative L-carnitine.*

ALWAYS AFFORDABLE \$19.99

25% OFF



\$729

NOW®

**GABA 500 mg
 100 VCAP**

An amino acid that functions as a neurotransmitter in the human brain.*

ALWAYS AFFORDABLE \$9.75

25% OFF





EarthWATCH

By Charity Isely



THE DEADLY EFFECT OF AIR POLLUTION

AIR POLLUTION CAUSES OVER 100,000 DEATHS ANNUALLY

Thirty-five times smaller than a grain of sand, you can't see the microscopic particles that penetrate deep into your lungs and can enter your bloodstream, with potentially lethal outcomes.¹ Where do you encounter them? On the street. At the park. In your backyard. Wherever you breathe, and they congregate. Officially known as PM_{2.5}, it is the fine particulate matter that makes air pollution deadly.² The negative health impacts of exposure—including respiratory infections, lung cancer, stroke, and cardiopulmonary disease—result in an estimated 100,000 fatalities annually in the U.S., according to a recent study published in the Proceedings of the National Academy of Sciences (PNAS). The human health cost in dollars equals around \$886 billion per year!³

We know that transportation and coal-fired power plants are major sources of air pollution and fine particulate matter, but what may be surprising to some is that conventional industrialized agriculture is also a significant contributor. In fact, the PNAS study found that it is responsible for 12 percent of air pollution-related deaths annually and is also the single largest contributor to health and economic damages from ground level emissions from the release of ammonia (a secondary form of fine particulate matter), emitted from the application and storage of manure on factory farms and synthetic fertilizer use. Within this category, conventional corn production is a major contributor, generating around one-quarter of emissions.⁴

The PNAS study concludes that “PM_{2.5} is the largest environmental risk factor in the United States, causing >100,000 premature deaths per year—more than traffic accidents and homicides combined.”⁵ Additionally, the American Lung Association’s 2019 annual *State of the Air* report warns that 4 in 10 of us are living with the risks of unhealthy

air quality and those numbers show an increase of 7.2 million Americans from the year before.^{6,7}

There are widespread ramifications across the country, but the burden of the health and economic consequences disproportionately affects regions with high population densities, and African American, Latino, and low-income communities.^{8,9,10}

WHAT YOU CAN DO

Take responsibility for consumption wherever possible. Be energy conscious at home, with your transportation choices, and your purchases. If you consume dairy, eggs, and meat, choose organic and/or pasture based whenever you can—the vicious cycle of conventional livestock production contributes significant amounts of toxins to the environment.^{11,12} Supporting organic and regenerative agriculture reduces the negative environmental impacts of food production.¹³ Finally, pay attention to local and national policy makers and support initiatives that reduce emissions and address climate change in real ways.



WHAT WE'RE DOING

Natural Grocers has joined a group of more than 330 companies calling on Congress to prioritize a climate-friendly path forward in the economic recovery strategy from the COVID-19 crisis. Innovations that reduce emissions could create millions of jobs, contribute billions to economic growth, and improve the quality of life for all Americans.¹⁴ At Natural Grocers, our dedication to supporting the wellbeing of our environment, our neighbors, and our economy is how we do business, from our stringent standards to our everyday practices. We believe that good health—and clean air—are fundamental human rights.

References available upon request.

UP TO 34% OFF
ALWAYS AFFORDABLE™

ON THESE SELECT NUTRACEUTICAL PRODUCTS

\$10⁴⁹

SOLARAY®
Tart Cherry 425 mg
90 VCAP
 Helps support healthy uric acid levels with free radical scavengers and anthocyanins.*
ALWAYS AFFORDABLE \$15.99



\$16⁶⁹

SOLARAY®
Turmeric Root Extract 300 mg
120 VCAP
 Solaray turmeric root extract is a highly purified extract guaranteed to contain 95% curcumin.*
ALWAYS AFFORDABLE \$25.39



\$15⁷⁹

SOLARAY®
D-Mannose with CranActin®
60 VCAP
 Helps support normal, healthy urinary tract function.*
ALWAYS AFFORDABLE \$23.99



\$18⁹⁹

SOLARAY®
Multidophilus™ 12
100 VCAP
 Formulated to help support the normal absorption of nutrients in the digestive tract.*
ALWAYS AFFORDABLE \$26.99



\$15⁹⁹

SOLARAY®
Super Multidophilus™ 24
60 VCAP
 Each serving provides 30 billion living organisms from twenty-four important probiotic strains.*
ALWAYS AFFORDABLE \$22.55



\$16⁴⁹

SOLARAY®
CranActin® Urinary Tract Health
120 VCAP
 Clinical research suggests that compounds found in cranberry can help bacteria from adhering to bladder cells.*
ALWAYS AFFORDABLE \$24.99



\$9³⁹

SOLARAY®
Turmeric Liquid Extract
1 OZ.
 A full-spectrum turmeric extract.*
ALWAYS AFFORDABLE \$10.99



\$15⁵⁹

DYNAMIC HEALTH®
Once Daily Tart Cherry Ultra 5X
16 OZ.
 Tart cherries contain plant compounds containing free radical scavengers.*
ALWAYS AFFORDABLE \$19.09



\$16⁹⁹

SOLARAY®
Organic Tart Cherry Juice
16 OZ.
 Provides 30 g of tart cherry per serving and is full of the key compound, anthocyanin.*
ALWAYS AFFORDABLE \$22.25



25% OFF OUR ALWAYS AFFORDABLE™ PRICE ON ALL KAL AND ZHOU PRODUCTS!

\$12⁷⁴

KAL®
 KAL also offers a complete line of vitamins, offering a wide range of potencies.*
ALWAYS AFFORDABLE \$16.99



\$8⁵⁸

KAL®
 KAL also offers a complete line of vitamins, offering a wide range of potencies.*
ALWAYS AFFORDABLE \$11.45



\$8⁷⁶

ZHOU®
 Combining ancient wisdom with modern research to create superior dietary supplements.*
ALWAYS AFFORDABLE \$11.69



\$11²⁴

ZHOU®
 Combining ancient wisdom with modern research to create superior dietary supplements.*
ALWAYS AFFORDABLE \$14.99

UP TO **25% OFF**
ALWAYS AFFORDABLE™

11% OFF

\$11.99

AMERICAN HEALTH®
Ester-C® 500 mg
w/ Bioflavonoids
120 CAP
ALWAYS AFFORDABLE \$13.49



25% OFF

\$17.99

AMERICAN HEALTH®
Ester-C® 1000 mg
w/ Bioflavonoids
90 CAP
ALWAYS AFFORDABLE \$23.99



ENZYMEDICA®

24% OFF



Digest Gold™

\$18.69

45 CAP
ALWAYS AFFORDABLE \$24.75

24% OFF



\$40.99

120 CAP
ALWAYS AFFORDABLE \$54.29

23% OFF



\$11.49

SOLGAR®
U-Cubes™ Multi Gummies
120 GUMMIES
Multivitamin & mineral gummies U will love.*
ALWAYS AFFORDABLE \$14.99

NATURAL FACTORS®

22% OFF



Double Strength
Acidophilus & Bifidus

\$12.79

90 CAP
ALWAYS AFFORDABLE \$16.49

23% OFF



\$21.99

180 CAP
ALWAYS AFFORDABLE \$28.59

MRM®

17% OFF



\$14.79

Bone Maximizer III
150 CAP
ALWAYS AFFORDABLE \$17.99

22% OFF



\$19.79

Glucosamine Chondroitin
1500 mg/1200 mg
180 CAP
ALWAYS AFFORDABLE \$25.49

22% OFF



\$17.49

NATURAL FACTORS®
Organic Low FODMAP Relief Fiber™
Unflavored
5.3-7.09 OZ.
Source of soluble fiber for the maintenance of healthy gastrointestinal function.*
ALWAYS AFFORDABLE \$22.49

14% OFF



\$13.79

Creatine Monohydrate Powder
17.6 OZ.
ALWAYS AFFORDABLE \$16.19

20% OFF



\$21.99

Glutamine Pure Amino Acid Powder
17.6 OZ.
ALWAYS AFFORDABLE \$27.75

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 Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

NATURAL GROCERS[®] BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICESM

WHAT SHOULD PIZZA NIGHT, PARTY FOOD, AND EVERY
PANTRY PREPPED FOR FUN HAVE IN COMMON?

Natural Grocers Brand

Ripe California Olives!



Jamming with mellow, buttery flavor, they're ready for mouthwatering action—snacking, stuffing, tapenadeing—open a can and let your cravings guide you. Allergen free, Non-GMO Project Verified, and made without artificial additives, they're 100% California grown and processed at a family-owned, Zero Waste facility. Our Black Olives come in sizes from Medium to Extra-Large and Sliced, and we also have Green to shake up the menu! It's time to add another premium quality, Natural Grocers staple to your shopping list, and don't mind us over here eating them off our fingers.



FROM THE FAMILY BRAND YOU TRUST



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

20% OFF



\$8²⁹

GARDEN OF LIFE®
myKind Organics Vitamin C
Spray Orange Tangerines
2 OZ.

ALWAYS AFFORDABLE \$10.49

20% OFF



\$20²⁹

GARDEN OF LIFE®
myKind Organics Elderberry Syrup
6.59 OZ.

ALWAYS AFFORDABLE \$25.59

UP TO 21% OFF
ALWAYS AFFORDABLE™



20% OFF



\$33⁹⁹

GARDEN OF LIFE®
Sport Organic Plant Protein
Vanilla or Chocolate
28.4-29.6 OZ.

A blend of certified organic proteins from multiple sources, featuring U.S.-grown organic peas.*

ALWAYS AFFORDABLE \$42.89

20% OFF



\$20⁷⁹

NORDIC NATURALS®
Ultimate Omega
Junior Strawberry
90 SG

ALWAYS AFFORDABLE \$26.15

14% OFF



\$26⁹⁹

NORDIC NATURALS®
Nordic
Berries
200 GUMMIES

ALWAYS AFFORDABLE \$31.49

20% OFF



\$16³⁹

TERRY NATURALLY®
Tri-Iodine® 3 mg
90 CAP

ALWAYS AFFORDABLE \$20.59

21% OFF



\$22⁹⁹

TERRY NATURALLY®
CuraMed® 375 mg
60 SG

ALWAYS AFFORDABLE \$29.29

GARDEN OF LIFE®

20% OFF



\$15⁴⁹

GARDEN OF LIFE®
Dr. Formulated
Probiotics Organic
Kids+ Berry Cherry
30 CHEW

ALWAYS AFFORDABLE \$19.59

15% OFF



\$18⁴⁹

GARDEN OF LIFE®
Vitamin Code®
Kids
Multivitamin
60 CHEW

ALWAYS AFFORDABLE \$21.79

19% OFF



\$17⁹⁹

NATURESPUS®
Animal Parade or Gold Children's
Multi Chew Assorted
180 CHEW

Each serving of these fun, animal-shaped chewables is now packed with vitamin D3, enzymes, probiotics, and an extensive assortment of organic whole foods.*

ALWAYS AFFORDABLE \$22.35



18% OFF



\$12⁹⁹

WISHGARDEN HERBS®
Deep Stress™ Pump or
Sleepy Nights™ Pump
2 OZ.

Herbal remedies for everyday health.*
ALWAYS AFFORDABLE \$15.99

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 Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

OFFERS VALID AUGUST 7 TO AUGUST 29, 2020

UP TO **18%** OFF
ALWAYS AFFORDABLE™



17% OFF

\$8.69

BOIRON®
Arnicare® Arthritis or Arnicare® Tablets
60 TAB
Temporarily relieves minor aches and pains.*
ALWAYS AFFORDABLE \$10.59

18% OFF

\$7.99



NATURESPLUS®
Animal Parade Mag Kidz
90 CHEW
Provides a superior form of magnesium for muscle calming, as well as for strong, healthy bones, and healthy growth and development*
ALWAYS AFFORDABLE \$9.79

17% OFF

\$32.99



CARLSON®
The Very Finest Fish Oil™
Orange or Lemon
500 ML
Supports heart, brain, vision, and joint health.*
ALWAYS AFFORDABLE \$39.85

15% OFF

\$9.49



NATURAL FACTORS®
C 500 mg Fruit Chew
Tangy Orange
90 WAFER
A delicious, fruit-flavored chewable vitamin C wafer in a blend of citrus bioflavonoids, hesperidin, rosehips, and rutin.*
ALWAYS AFFORDABLE \$11.19

TRACE MINERALS RESEARCH®

15% OFF

\$10.99

40,000 Volts!
Electrolyte Concentrate
8 OZ.
ALWAYS AFFORDABLE \$12.99



14% OFF

\$20.99

ConcenTrace®
Trace Mineral Drops
8 OZ.
ALWAYS AFFORDABLE \$24.49

NATURAL GROCERS®



RATED ONE OF THE
HEALTHIEST
&
CLEANEST
GROCERY STORES IN AMERICA

Source: Consumer Reports

22-38% OFF

Our Always Affordable Price on All Nature's Path® Products

\$1.39 - \$6.99

ALWAYS AFFORDABLE \$1.79-\$9.49



35% OFF



\$9.69

TENDER & TRUE®
Select Dry Cat Food
3 LB.

Offers a wide variety of premium pet food, including organic, non-GMO, humanely raised, and sustainable seafood recipes.

ALWAYS AFFORDABLE \$14.99

33% OFF



\$3.19

QUINN®
Peanut Butter Filled Pretzel Nuggets
6.5-7 OZ.

Combines creamy nut butter and a crunchy pretzel.

ALWAYS AFFORDABLE \$4.79

32% OFF



\$1.69

VITA COCO®
Coconut Waters
16.9-17 OZ.

Naturally hydrating and delicious.

ALWAYS AFFORDABLE \$2.49

30% OFF



\$3.15

ALKALINE88®
Enhanced Alkaline Water
1 GALLON

A top of the line, chemical-free, pH-balanced alkaline water.

ALWAYS AFFORDABLE \$4.55

30% OFF



\$2.79

TERRA®
Select Vegetable Chips
4.2-6 OZ.

Every vegetable is hand-selected and prepared in small batches.

ALWAYS AFFORDABLE \$3.99

31% OFF



\$1.29

SO DELICIOUS®
Coconut Milk Yogurts
5.3 OZ.

Dairy-free and still So Delicious!

ALWAYS AFFORDABLE \$1.89

UP TO 29% OFF
ALWAYS AFFORDABLE

29% OFF
\$4.15



CANYON BAKEHOUSE®
Gluten-Free Bread Loaves
18 OZ.
 Creating delicious gluten-free bakery products the whole family can enjoy.
ALWAYS AFFORDABLE \$5.85

27% OFF

\$1.29

ACQUA PANNA®
Natural Spring Water
750 ML

The smoothest taste of Acqua Panna is now available in a new, stylish 750 mL plastic bottle with flip cap, specially designed for on-the-go lifestyles. The perfect size to fit in your cupholder, it is ready to go wherever life takes you. Let Acqua Panna natural spring water accompany you on all your exciting journeys. All Acqua Panna plastic bottles are 100% recyclable and BPA free.

ALWAYS AFFORDABLE \$1.79



28% OFF

\$4.99

ONCE AGAIN NUT BUTTER®
Sugar & Salt Free Organic Sunflower Seed Butter
16 OZ.

This delicious sunflower seed butter is ready for you to enjoy on sandwiches, in your oatmeal, and your favorite cookie recipes.

ALWAYS AFFORDABLE \$6.99



27% OFF

\$5.99

SWEETLEAF®
Select Flavored Sweet Drops®
2 OZ.

Delicious, no-sugar, zero-carb stevia drops. Use in foods, beverages, or recipes.

ALWAYS AFFORDABLE \$8.29



28% OFF

\$1.99

DEEP INDIAN KITCHEN®
Frozen Naan Pizzas
7.4-9 OZ.

Always made from scratch, restaurant-quality frozen naan pizzas.

ALWAYS AFFORDABLE \$2.79



26% OFF

\$3.69

CROFTER'S ORGANIC®
Select Family Size Organic Fruit Spreads
16.5 OZ.

Every jar has one-third less cane sugar than a regular preserve.

ALWAYS AFFORDABLE \$4.99





26% OFF

\$3.29

DAIYA®
Dairy-Free Cheeses
7.1-8 OZ.

The delicious dairy-free cheese only Daiya can deliver!

ALWAYS AFFORDABLE \$4.49

UP TO 26% OFF
ALWAYS AFFORDABLE™



26% OFF



\$1.69

RUNA®
Organic Clean Energy Drinks
12 OZ.

A natural alternative to other energy drinks while providing twice the antioxidants of green tea.

ALWAYS AFFORDABLE \$2.29



26% OFF

95¢

JUSTIN'S®
Select Nut Butter Squeeze Packs
1.15 OZ.

Discover a better peanut butter snack in the convenience of a squeeze pack.

ALWAYS AFFORDABLE \$1.29



26% OFF

\$1.99

PERFECT BAR®
Peanut Butter or Almond Butter Bars
2.3 OZ.

Ground nut butter mixed with organic honey and organic superfoods makes a whole food protein bar so fresh it belongs in the fridge.

ALWAYS AFFORDABLE \$2.69



26% OFF

\$2.99

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

Canada's original sprouted grain, non-GMO bread.

ALWAYS AFFORDABLE \$4.05



25% OFF



\$1.49

ALO®
Select Aloe Vera Juice Drinks
16.9 OZ.

Made with real aloe vera pulp and juice.

ALWAYS AFFORDABLE \$1.99



25% OFF



\$1.19

HONEST TEA®
Organic Bottled Teas
16 OZ.

Certified organic and brewed with real tea leaves.

ALWAYS AFFORDABLE \$1.59

NUTRITION BYTES

By Geoff Brokx and Aryn Doll

OPTIMIZE IMMUNE FUNCTION WITH NUTRITION*

Public health recommendations largely focus on hand washing, social distancing, and vaccinations to reduce the spread and risk of viral infections, but conversations on protecting public health often lack information on the importance of nutrients to support optimal immune function and to reduce the spread and risk of viral infections. A review published in April, 2020 in the journal *Nutrients* shows how important certain vitamins, minerals, and fatty acids are for protecting the public against viral infections and encourages public health officials to include nutritional strategies in their recommendations to improve public health.

The review highlights the role of multivitamins, vitamins C and D, zinc, and the omega-3 fats EPA and



DHA play in our immune system, and recommends supplementing with them to improve public health. Research has long shown that certain nutrients are

**VITAMINS,
MINERALS, AND
FATTY ACIDS
ARE IMPORTANT FOR
PROTECTING THE PUBLIC
AGAINST VIRAL INFECTIONS**

vital to healthy immune function. For example, vitamin C is necessary for the proper growth and function of a variety of immune cells, while EPA and DHA reduce inflammation and lung injury

in respiratory infections. Vitamin D is necessary for immune cell function and increases the killing capacity of macrophages, and zinc is required for the formation and function of immune cells in both the innate and adaptive immune systems. Furthermore, deficiencies in nutrients such as selenium and vitamin E have been shown in studies to increase the virulence and infectiousness of certain viruses.

Nutritional inadequacies and deficiencies are widespread in the US, leading to suboptimal health and increased susceptibility to infection. Dietary supplements offer a safe, effective, and affordable option that should be added to current public health recommendations to optimize immune function for the general population.



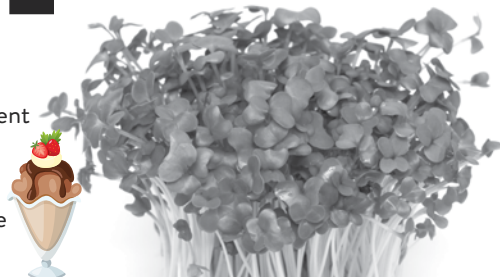
BROCCOLI SPROUTS HELP DETOXIFY AIR POLLUTANTS

Growing industrialization has contributed significantly to increasing air pollution and poorer air quality. Chronic inhalation of air pollution is associated with decreased lung function, worsening of chronic respiratory conditions like asthma, and lung cancer. Particularly concerning is exposure to hazardous particles that are very small in size, known as particulate matter, that penetrate deep into the lungs where they become trapped, causing significant damage to the respiratory system. To make matters worse, volatile organic compounds (VOCs) like benzene and acrolein can attach to inhaled particulate matter, further increasing the risk for negative health effects.

Recent research suggests that frequent consumption of broccoli sprouts can protect against the harmful effects of air pollutants, including particulate

matter, by helping the body detox them. In one study, 260 Chinese subjects were recruited from the Yangtze River delta region in China, known to have high levels of air pollution. Participants consumed a daily broccoli sprout beverage or placebo for 12 weeks, and

**DRINKING THE BROCCOLI SPROUT
BEVERAGE RESULTED IN A
60%
HIGHER URINARY EXCRETION OF
BENZENE AT DAY ONE**



urinary excretion of benzene and acrolein were examined. Compared to placebo, drinking the broccoli sprout beverage resulted in a 60 percent higher urinary excretion of benzene at day one, which persisted throughout the 12 weeks. Similar results were also

observed for acrolein, with excretion levels increasing by 22 percent. The researchers concluded that consuming broccoli sprouts may provide a frugal means to reduce the long-term health risks of chronic exposure to air pollution.

Other research investigating the consumption of broccoli sprouts and air pollution supports these findings. Overall, the detoxification properties of broccoli sprouts are attributed to their rich content of glucoraphanin and glucosinolate, phytonutrients that generate sulforaphane in the body, a potent inducer of our body's detoxification enzymes.

References available upon request.



\$3.99

BIRCH BENDERS®
 Select Pancake & Waffle Mixes
 10-16 OZ.
 Naturally delicious and made by just adding water!
ALWAYS AFFORDABLE \$5.39

UP TO 25% OFF
ALWAYS AFFORDABLE™



89¢

HONEY STINGER®
 Organic Waffles
 1-1.06 OZ.
 Two thin waffle wafers with honey sandwiched in between.
ALWAYS AFFORDABLE \$1.19



\$8.75

ORGAIN®
 Organic Complete Protein Shakes
 4 PK
 Doctor-developed, ready-to-drink nutritional shakes.
ALWAYS AFFORDABLE \$11.79



\$4.99

PURELY ELIZABETH®
 Granolas
 8-12 OZ.
 This healthy granola is made with nutrient-rich super-food ingredients and none of the bad stuff.
ALWAYS AFFORDABLE \$6.69



25% OFF

\$3.55

SIMPLE MILLS®
 Select Gluten-Free Crackers or Cookies
 4.25-6.8 OZ.
 Crackers and cookies made simple, but with a taste that's anything but!
ALWAYS AFFORDABLE \$4.79



25% OFF

\$8.99

STASHER®
 Reusable Silicone Sandwich Bags
 1 CT
 Endlessly useful, reusable, and non-toxic.
ALWAYS AFFORDABLE \$11.99



25% OFF

\$2.35

NATURE'S PATH®
 Organic Frozen Waffles
 7.4 OZ.
 USDA certified organic so you won't find any artificial flavors, colors, or preservatives in these frozen waffles.
ALWAYS AFFORDABLE \$3.15



UP TO **25% OFF**
ALWAYS AFFORDABLESM



\$10⁴⁹

SEVENTH GENERATION®
 Select Liquid Laundry Detergents
 23.1-100 OZ.

Tough on stains and made from plant-based ingredients.
 With no dyes, optical brighteners, or fragrances.

ALWAYS AFFORDABLE \$13.99



25% OFF

24% OFF



\$3⁹⁹

ONE DEGREE ORGANICS®
 Select Organic Sprouted Cereals
 8-12 OZ.

Sweetened by coconut palm sugar. Revitalized by sprouted grains.

ALWAYS AFFORDABLE \$5.29

24% OFF



\$3⁷⁹

HONEY MAMA'S®
 Select Cacao Nectar Bars
 2.5 OZ.

These creamy, crunchy, and bright cacao bars can be found in the refrigerator section.

ALWAYS AFFORDABLE \$4.99

23% OFF



\$3⁹⁹

GARDEN OF EATIN'®
 Tortilla Chips
 16 OZ.

Made with organic whole-kernel blue corn, these chips contain no artificial flavors colors or preservatives.

ALWAYS AFFORDABLE \$5.19



23% OFF



\$1⁹⁹

BOBO'S®
 Oat Bars
 2.5-3 OZ.

Fresh-baked and full of love using honest to goodness ingredients.

ALWAYS AFFORDABLE \$2.59



23% OFF



\$1⁹⁹

EPIC®
 Meat Bars
 1.3-1.5 OZ.

Discover these savory, protein-packed snacks to stock up on.

ALWAYS AFFORDABLE \$2.59-\$2.65

23% OFF



\$1⁹⁹

GOMACRO®
 Organic Macrobars
 1.9-2.5 OZ.

Clean ingredients make these bars delicious, healthy vegan snacks!

ALWAYS AFFORDABLE \$2.59



23% OFF



\$2.99

THE SOULFULL PROJECT®

Hot Cereals
5 PK

For every purchase of Soulfull cereal, they donate one to a local food bank.

ALWAYS AFFORDABLE \$3.89

UP TO 23% OFF
ALWAYS AFFORDABLE™

23% OFF



\$3.99

GIMME®
Organic Seaweed Snacks
6 PK

While nature makes seaweed nutritious, they make it delicious.

ALWAYS AFFORDABLE \$5.19

21% OFF



\$2.99

FRONTERA®
Select Salsas
16 OZ.

Made in small batches with the flavor and heat of authentic chiles like jalapeño, habanero, and guajillo.

ALWAYS AFFORDABLE \$3.79

21% OFF



\$3.55

CALIFIA FARMS®
Alternative Plant Milks
48 OZ.

Discover delicious and nourishing plant-based products.

ALWAYS AFFORDABLE \$4.55

20% OFF



\$4.79

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

Sit back and enjoy these creamy, chocolatey little cups with just the right ratio of peanut butter to dark chocolate goodness.

ALWAYS AFFORDABLE \$5.99



20% OFF



\$9.99

NUTIVA®
Virgin Organic Coconut Oil
23 OZ.

Cold-pressed, unrefined, virgin coconut oil from fresh, non-GMO, sustainably farmed coconuts.

ALWAYS AFFORDABLE \$12.49

20% OFF



\$6.39

APPLEGATE®
Well Carved™ Burgers
15 OZ.

Organic 100% grass-fed beef with organic cauliflower, spinach, lentils, and butternut squash.

ALWAYS AFFORDABLE \$7.99

3 DAYS ONLY!

EPIC SAVINGS

AUGUST 13TH - AUGUST 15TH

While supplies last. Limit 6 per customer, unless otherwise specified.

Offers available only from August 13-15, 2020 and are redeemable only for in-store purchases at participating stores. Quantity limited to stock on hand. No rain checks. All discounts are on regular prices, cannot be redeemed for gift cards, store credit or cash, and cannot be combined with other offers. Pricing subject to change without notice. Prices exclude taxes. We reserve the right to correct errors. Void where prohibited by law.

79¢

52% OFF



LÄRABAR

Original Fruit & Nut Bars

1.6-1.7 oz | Always AffordableSM \$1⁶⁵



\$11⁸⁵

LIMIT (6) 12-PACKS



50% OFF

C2O

Coconut Waters

12 pk. | Always Affordable \$23⁸⁵

99¢

50% OFF



C2O

Coconut Waters

17.5 oz | Always Affordable \$1⁹⁹

\$7⁴⁹ - \$8⁹⁹

50% OFF



Tender & True

Select Dry Organic Cat or Dog Food

3-4 lbs | Always Affordable \$14⁹⁹ - \$18⁴⁹

99¢

UP TO 50% OFF



Little Secrets

Crispy Wafers or Cookie Bars

1.4-1.8 oz | Always Affordable \$1⁸⁵ - \$1⁹⁹

\$6⁹⁹

50% OFF



Seventh Generation

Select Liquid Laundry Detergents

23.1-100 oz | Always Affordable \$13⁹⁹



2/^{\$3}

46% OFF



Santa Cruz Organic Lemonades or Limeade

32 oz | Always Affordable \$2⁷⁹

99¢

46% OFF



Chomps

Meat Sticks

1.15 oz | Always Affordable \$1⁸⁵

\$1⁹⁹

46% OFF



Paqui

Tortilla Chips

7 oz | Always Affordable \$3⁶⁹

4/^{\$5}

45% OFF



RUNA

Organic Clean Energy Drinks

12 oz | Always Affordable \$2²⁹



\$2⁹⁹

LIMIT 2 PACKAGES

45% OFF



Applegate

Pork Sunday Bacon

8 oz | Always Affordable \$5³⁹

99¢

44% OFF



Justin's

Select Organic Peanut Butter Cups

1.4 oz | Always Affordable \$1⁷⁹

LIMIT 6 UNLESS OTHERWISE SPECIFIED • WHILE SUPPLIES LAST

EPIC SAVINGS · 3-DAYS ONLY · AUGUST 13TH - 15TH

Terms & conditions apply.

\$4⁹⁹



43% OFF

Primal Kitchen
Avocado Oil Mayonnaise
12 oz | Always Affordable \$⁸8⁹⁹

\$3⁹⁹



42% OFF

Once Again Nut Butter
Sugar & Salt Free Organic Sunflower
Seed Butter 16 oz | Always Affordable \$⁶9⁹⁹

\$1⁶⁵



42% OFF

Rao's
Pastas
16 oz | Always Affordable \$²8⁵



\$2⁶⁹



42% OFF

Organic India
Organic Tulsi Teas
18 ct | Always Affordable \$⁴6⁹ - \$⁵4⁹

\$3⁹⁹



41% OFF

Kettle & Fire
Bone Broths
16.2-16.9 oz | Always Affordable \$⁶7⁹



\$1⁴⁹



40% OFF

Wild Planet Foods
Wild White Anchovies or Select Wild
Sardines 4.4 oz | Always Affordable \$²4⁹

\$3⁴⁵



40% OFF

Bragg
Organic Apple Cider Vinegar
32 oz | Always Affordable \$⁵7⁵

\$3¹⁹



40% OFF

Birch Benders
Select Pancake & Waffle Mixes
10-16 oz | Always Affordable \$⁵3⁹



\$1⁸⁹



40% OFF

HIPPEAS
Organic Chickpea Puffs
4 oz | Always Affordable \$³1⁹



\$1⁷⁹



40% OFF

Alter Eco
Organic Chocolate Bars
2.65-2.82 oz | Always Affordable \$²9⁹

\$3⁵⁹



40% OFF

Lily's Sweets
Stevia Sweetened Peanut Butter Cups
3.2 oz | Always Affordable \$⁵9⁹



\$2⁹⁹



40% OFF

Honey Mama's
Cacao-Nectar Bars
2.5 oz | Always Affordable \$⁴9⁹

\$1³⁵



40% OFF

Live Soda
Raw & Organic Kombuchas
12 oz | Always Affordable \$²2⁵



21/\$7 LIMIT (6) 12-PACKS



39% OFF

Waterloo
Sparkling Waters
12 pk | Always Affordable \$⁵7⁹



\$4⁹⁹



39% OFF

Rao's
Pasta Sauces
24 oz | Always Affordable \$⁸2⁹



LIMIT 6 UNLESS OTHERWISE SPECIFIED · WHILE SUPPLIES LAST

No rain checks. We reserve the right to correct errors.

EPIC SAVINGS · 3-DAYS ONLY · AUGUST 13TH - 15TH

Terms & conditions apply.

\$1⁵⁹



38% OFF

Bobo's
Oat Bars
2.5-3 oz | Always AffordableSM \$2⁹⁹

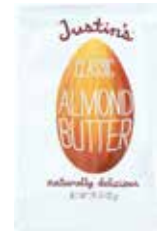
\$1⁸⁹



38% OFF

Health-Ade
Organic Kombuchas
16 oz | Always Affordable \$3⁰⁵

79¢



38% OFF

Justin's
Almond Butter Squeeze Packs
1.15 oz | Always Affordable \$1²⁹

\$1⁶⁹



37% OFF

RUNA
Bottled Organic Guayusa Teas
14 oz | Always Affordable \$2⁶⁹



\$1⁴⁹



37% OFF

Bragg
Organic Apple Cider Vinegar Drinks
16 oz | Always Affordable \$2⁹⁹

\$1⁶⁵



36% OFF

EPIC
Meat Bars
1.3-1.5 oz | Always Affordable \$2⁵⁹ - \$ 2⁶⁵

\$4⁴⁹



35% OFF

Alter Eco
Organic Truffles
10 pk | Always Affordable \$6⁹⁹

\$1¹⁵



35% OFF

gimMe Snacks
Organic Seaweed Snacks
.32-.35 oz | Always Affordable \$1⁷⁹

\$5⁹⁹



33% OFF

Equal Exchange
Select Organic Coffee
10-12 oz | Always Affordable \$8⁹⁹



\$6⁹⁹



30% OFF

Laird Superfood
Select Superfood Creamers
8 oz | Always Affordable \$9⁹⁹

\$3⁷⁹



28% OFF

Beyond Meat
The Beyond Burger
8 oz | Always Affordable \$5⁸⁹

\$4⁴⁹



25% OFF

Natural Grocers®
Organic Beef Jerky
3 oz | Always Affordable \$5⁹⁹

\$5⁹⁹



25% OFF

Natural Grocers
Organic Dried Mango
10 oz | Always Affordable \$7⁹⁹



\$1⁶⁹



15% OFF

Natural Grocers
Organic Popped Popcorn
4 oz | Always Affordable \$1⁹⁹

\$2⁷⁹



15% OFF

Natural Grocers
Organic Apple Sauce
24 oz | Always Affordable \$3²⁹



LIMIT 6 UNLESS OTHERWISE SPECIFIED · WHILE SUPPLIES LAST

EPIC SAVINGS · 3-DAYS ONLY · AUGUST 13TH - 15TH

Terms & conditions apply.

\$4⁶⁹



14% OFF

Natural Grocers®
Organic Margaret's Mix
8 oz | Always Affordable \$5⁴⁹



\$1⁷⁹



10% OFF

Natural Grocers
Rocky Mountain Spring Water
25.3 oz | Always Affordable \$1⁹⁹



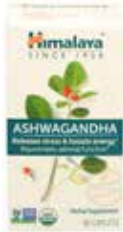
\$6⁴⁹



50% OFF

KAL
B-12 Methyl 1000 mcg Raspberry
ActivMelt 90 Melt | Always Affordable \$12⁹⁹

\$9⁹⁹



49% OFF

Himalaya Herbal
Ashwagandha
60 Cap | Always Affordable \$19⁹⁹



\$4⁵⁹



48% OFF

Jarrow Formulas
Methyl B-12
100 Loz | Always Affordable \$8⁹⁹

\$11⁴⁹



45% OFF

Gaia Herbs
Turmeric Supreme
60 Vcap | Always Affordable \$20⁹⁹



\$12⁹⁹



40% OFF

Natural Factors
Stress-Relax Tranquil Sleep
60 Chew | Always Affordable \$21⁹⁹



\$12⁴⁹



40% OFF

Natural Factors
CurcuminRich Theracurmin
60 Vcap | Always Affordable \$20⁹⁹

\$14⁸⁵



40% OFF

Garden of Life
Dr. Formulated Probiotics
Once Daily 30 Billion
30 Vcap | Always Affordable \$24⁷⁵

\$19³⁵



40% OFF

Garden of Life
Dr. Formulated Probiotics
Once Daily Women's
Limit 3 | Always Affordable \$32²⁵



\$3⁵⁹-\$5²⁵



40% OFF

NOW
Vitamin D-3 2000 IU
& Vitamin D-3 5000 IU
120 SG | Always Affordable \$5⁹⁹-\$8⁷⁹

\$27⁹⁹



30% OFF

Ancient Nutrition
Multi Collagen Protein
16.2 oz | Always Affordable \$39⁹⁹

\$10⁹⁹



28% OFF

Dr. Bronner's
Liquid Soap Select Scents
32 oz | Always Affordable \$15⁴⁵



\$2²⁹-\$5⁹⁹



UP TO 49% OFF

NOW
Essential Oils Select Scents
1 oz | Always Affordable \$4⁰⁹-\$11⁷⁵

2/\$10



UP TO 42% OFF

Soothing Touch
Salt & Sugar Scrubs and Bath & Body Oils
Select Scents
8 oz-20 oz | Always Affordable \$8⁵⁹-\$8⁶⁹

LIMIT 6 UNLESS OTHERWISE SPECIFIED · WHILE SUPPLIES LAST

No rain checks. We reserve the right to correct errors.

ANNIVERSARY SWEEPSTAKES

August 13 - August 15

GRAND PRIZE

2020 Subaru Crosstrek

or \$30,000 cash

One Winner of Grand Prize
Company Wide!



MORE AMAZING PRIZES TO WIN! ENTER AT ALL LOCATIONS



One Year Supply of C2O
Pure Coconut Water
Courtesy of C2O

ONE WINNER COMPANY WIDE



5 WINNERS

\$500 Natural Grocers®
Gift Card

Courtesy of C2O, Epic™, Country Life®,
Endangered Species

FIVE WINNERS COMPANY WIDE



Yeti® Cooler
Courtesy of Lesser Evil®

ONE WINNER COMPANY WIDE



2 WINNERS

NOW® Sports Personal Blender
Courtesy of NOW Sports

TWO WINNERS COMPANY WIDE



Electric Skateboard
Courtesy of C2O

ONE WINNER COMPANY WIDE



Giant Stuffed Puffin
Courtesy of Barbara's®

ONE WINNER COMPANY WIDE



Vitamix Explorian E310 Blender
Courtesy of Primal Kitchen

ONE WINNER COMPANY WIDE



Stand Up Paddle Board
Courtesy of C2O

ONE WINNER COMPANY WIDE



Kids Rolling Backpack
Courtesy of Natural Products Group

ONE WINNER PER STORE



\$65 Natural Grocers Gift Card
ONE WINNER PER STORE



Fitbit Inspire
Courtesy of Natural Factors®

ONE WINNER PER STORE



Natural Grocers Mason Jar
& Lunch Box
ONE WINNER PER STORE

No purchase necessary. A purchase will not increase your chances of winning. Maximum of one entry per person per prize category. Open only to legal respondents of the 50 United States and the District of Columbia, 18 years or older. Void where prohibited by law. For official rules and complete details, visit www.naturalgrocers.com/sweepstakes. Sponsor: Vitamin Cottage Natural Food Markets, Inc.

ANNIVERSARY SWEEPSTAKES

August 13 - August 15



Natural Grocers Cutting Board
ONE WINNER PER STORE



Cows Save the Planet & Natural Grocers Ladybug Fleece Blanket
ONE WINNER PER STORE



\$20 Natural Grocers Gift Card
ONE WINNER PER STORE



Natural Grocers 64 oz. Growler & Freezer Bag
ONE WINNER PER STORE



Natural Grocers Ladybug Fleece Blanket
ONE WINNER PER STORE



Natural Grocers Blender Bottle
ONE WINNER PER STORE



Bag of Natural Grocers Brand Products
ONE WINNER PER STORE

ENTER FOR A CHANCE TO WIN ONE OF THESE AMAZING PRIZES

No purchase necessary. To enter, complete the entry form below at home and submit at a participating Natural Grocers location August 13th - August 15th.



ANNIVERSARY SWEEPSTAKES ENTRY FORM

First Name: _____ Last Name: _____

Address: _____ City, State, Zip: _____

Phone: (____) _____ Email: _____

All Fields Required for Complete Entry

WANT TO HEAR FROM NATURAL GROCERS? CHECK THE BOXES BELOW TO RECEIVE:

- The good4u Health Hotline Magazine mailed to you for free! The good4u Health Hotline Newsletter emailed to you weekly for free!

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 YEARS OR OLDER. VOID WHERE PROHIBITED BY LAW. Sweepstakes begins on August 13, 2020 and ends on August 15, 2020. Maximum of one entry per person. For Official Rules and complete details, visit: www.naturalgrocers.com/sweepstakes. Sponsor: Vitamin Cottage Natural Food Markets, Inc.

No purchase necessary. A purchase will not increase your chances of winning. Maximum of one entry per person per prize category. Open only to legal residents of the 50 United States and the District of Columbia, 18 years or older. Void where prohibited by law. For official rules and complete details, visit www.naturalgrocers.com/sweepstakes. Sponsor: Vitamin Cottage Natural Food Markets, Inc.

SUNDAE FUNDAE

ICE CREAM PHOTO CONTEST • 3 FUN THEMES & 3 SIMPLE STEPS

1 MAKE

Create an ice cream sundae using good4uSM ingredients

2 TAKE

Snap a picture of your sundae masterpiece

3 SHARE

Share your creation at [naturalgrocers.com/win-icecream](https://www.naturalgrocers.com/win-icecream)

DON'T COUNT THESE 3 SUNDAES



WINNERS IN ALL 3 CATEGORIES



SUBMIT ENTRIES BETWEEN AUGUST 1ST - AUGUST 15TH

1ST PLACE WINNER
FOR EACH CATEGORY

6 months of free ice cream
VALUE OF \$200

2ND PLACE WINNER
FOR EACH CATEGORY

3 months of free ice cream
VALUE OF \$100

3RD PLACE WINNER
FOR EACH CATEGORY

1 month of free ice cream
VALUE OF \$50

LEARN MORE AT [NATURALGROCERS.COM/WIN-ICECREAM](https://www.naturalgrocers.com/win-icecream)

No purchase necessary. A purchase will not increase your chance of winning. Open only to legal residents of the 50 United States and the District of Columbia, 18 years or older. Void where prohibited by law. Contest starts on August 1, 2020 and ends on August 15, 2020. Each prize winner will receive a Natural Grocers gift card in an amount equal to the estimated cost of ice cream for one person for one, three or six months, based on the prize winner's placement in an award category. For official rules and complete details, visit: www.naturalgrocers.com/win-icecream. Sponsor: Vitamin Cottage Natural Food Markets, Inc.

TUNE IN FOR

COOKING WITH
**HEALTH
CRUSADER**SM

Eating right & tasty bites were never more fun! Tune in August 13th at 6pm MST to watch Health Crusader guide you through cooking a good4u recipe. Health Crusader, saving the world one bite at a time!

Tune in at [naturalgrocers.com/health-crusader-cooks](https://www.naturalgrocers.com/health-crusader-cooks)

DONATE TO YOUR LOCAL
FOOD BANK TODAY

Help feed local families in need.
Make a donation at your local store
in these amounts:

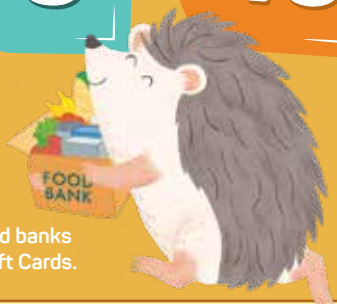
\$1

\$5

\$10

Ask a good4uSM
Crew member how

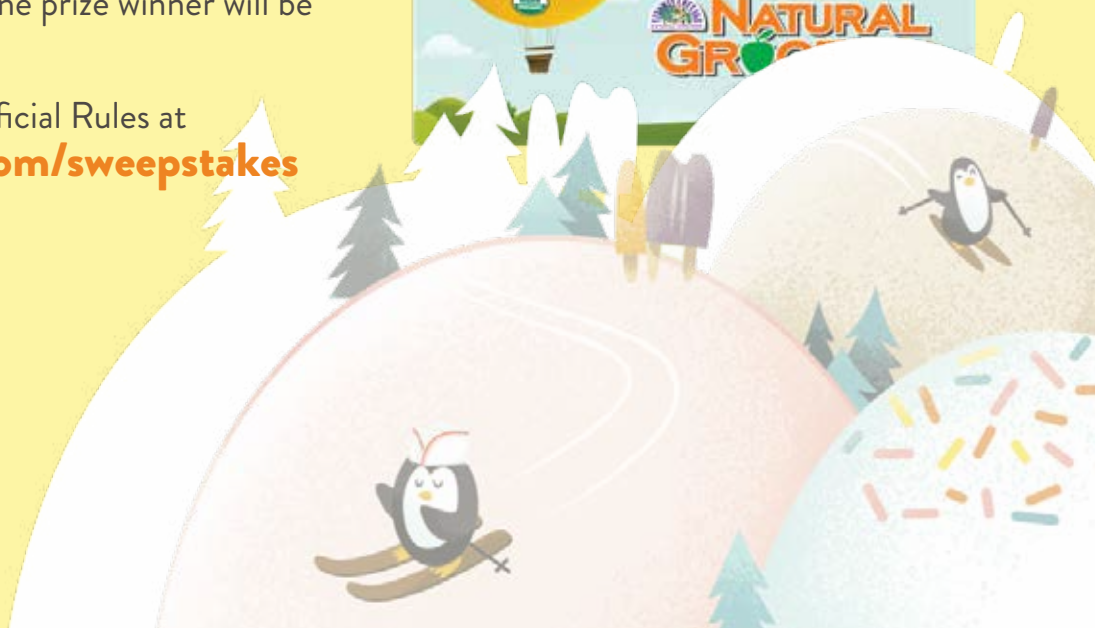
Valid 8/1/2020 - 8/31/2020
Donations will be provided to food banks
in the form of Natural Grocers Gift Cards.



WIN A \$500 NATURAL GROCERS GIFT CARD!

Count all of the ice cream sundaes in this good4uSM Health Hotline Magazine, complete the form below and return it to your local Natural Grocers by Saturday, August 29th, 2020 for a chance to win! A drawing among all entries with the correct number will determine the winner. One prize winner will be selected company wide.

For complete details, see Official Rules at www.naturalgrocers.com/sweepstakes



COUNT THE SUNDAES ENTRY FORM

| |
|--------------|
| SUNDAE TOTAL |
|--------------|

First Name: _____ Last Name: _____

Address: _____ City, State, Zip: _____

Phone: (____) _____ Email: _____

All Fields Required for Complete Entry

WANT TO HEAR FROM NATURAL GROCERS? CHECK THE BOXES BELOW TO RECIEVE:

- The good4u Health Hotline Magazine mailed to you for free! The good4u Health Hotline Newsletter emailed to you weekly for free!

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 YEARS OR OLDER. VOID WHERE PROHIBITED BY LAW. Sweepstakes begins on August 7, 2020 and ends on August 29, 2020. Maximum of one entry per person. For Official Rules and complete details, visit: www.naturalgrocers.com/sweepstakes. Sponsor: Vitamin Cottage Natural Food Markets, Inc.™

HEALTH CRUSADERSM AND ORGANICA GIRLSM ARE OUR HEROES IN CAPES AND THEY WOULD LIKE TO GIVE A BIG SHOUT OUT TO OUR HEROES IN MASKS.



THANK YOU TO OUR WONDERFUL CREW FOR ALL THAT YOU DO!

“ We love your store! And we love it even more as we learn of the protections and bonuses you are providing for your and our “heroes”! They really are keeping things going during this difficult time and in a friendly, helpful and efficient way. Amazing! We had never been inside a Natural Grocers store before we moved to Las Cruces and were so happy to find this true Oasis in the desert! Your commitment to organic and healthy foods is unmatched along with your reasonable pricing. We appreciate our Las Cruces store so much!!

- Las Cruces Customer ”

“ I talked to Jarrel at the Tigard location and she could not have been nicer, took lots of time to track down the product I was looking for. She went above and beyond what I would have ever expected anyone to do. I appreciate her very much and thought you should know!

- Tigard Customer ”

“ The employees at the [Albuquerque] Store have always been kind, helpful, and very friendly. The service they are providing now during this crazy time is exceptional. They go out of their way to make sure a person feels safe and comfortable. The gentleman who sanitizes the carts is outstanding, as is Mary Alice, who goes out of her way to help you. These are but two examples of the extraordinary service at this store. THANKS TO ALL THE EMPLOYEES AT THE WYOMING BLVD STORE!

- Albuquerque Customer ”

Share your appreciation for a local store or crew member at naturalgrocers.com/crew-appreciation



20% OFF

UP TO 32% OFF
ALWAYS AFFORDABLE™

GARRETT VALLEY®
Sugar-Free Paleo Turkey Bacon
8 OZ.
They use turkey thighs that are humanely raised, fed an all-vegetarian diet, and never given antibiotics.
ALWAYS AFFORDABLE \$3.99



\$3.19



up to 32% OFF

20% OFF



20% OFF



10/\$10

CLIF®
Select Clif Bars
2.4 OZ.
Made with nutritious and organic ingredients. Cravable CLIF bars are waiting for you to try!
ALWAYS AFFORDABLE \$1.25-\$1.49

WALLABY®
Organic Greek Yogurts
32 OZ.
These authentically strained Greek yogurts are a dream come true.
ALWAYS AFFORDABLE \$6.99

BAKERLY®
Filled Crepes
6.78 OZ.
Filled with a tasty and delicious filling, including chocolate hazelnut, strawberries, and caramel.
ALWAYS AFFORDABLE \$3.75



16% OFF

16% OFF



15% OFF



PEDERSON'S®
Old World Kielbasa Sausage
14 OZ.
Made from pork that is humanely raised without the use of antibiotics or growth stimulants and fed no animal by-products.
ALWAYS AFFORDABLE \$5.99



TRUE STORY®
Organic Sliced Deli Meats
6 OZ.
As third-generation food makers, they know how naturally delicious good meat can be.
ALWAYS AFFORDABLE \$6.25



GRILLO'S PICKLES®
Whole or Pickle Spears
32 OZ.
Only garden-fresh stuff in here: garlic, vinegar, dill, salt, and grape leaves.
ALWAYS AFFORDABLE \$6.59





BE ROOTED IN HEALTHSM

There's never been a better
time to get HEALTHY



By Lindsay Wilson



The last five months have been... HARD.

For most of us, living through a pandemic is a first, and as with all “firsts,” we’re trying to figure out how to navigate this new world, and it’s been a challenge. But what if we shifted our perspective to one of gratitude, and looked to the pandemic as a teacher? It’s taught us how to be helpful neighbors. It’s taught us the importance of community. It’s taught us how important it is to take care of our mental health. And it has taught us that it’s time to improve our individual *and* collective health. We have seen major inequalities in who is affected by the virus—vulnerable elders, low-income communities, and people of color are taking the brunt. And we have watched life as we know it come to a grinding halt. How would things be different if we were healthier as a whole? Having a healthy society means that we have the collective resilience to better weather the storm, whatever that storm may look like.

The numbers are telling: The majority of those who have had the most severe illness or who have died from Covid-19 have had at least one underlying health condition, such as obesity, type-2 diabetes, lung disease, hypertension, and/or cardiovascular disease. These are all incredibly common conditions—pandemics in their own right—that have been accepted as the norm in our society. We all know someone (or multiple someones) that has one, or several, of these chronic health issues. Seems pretty normal, right? But it’s not normal, and these health conditions pack a one-two punch—they each come with their own standalone risks, and when you introduce a virus, they make it that much harder for the body to fight it off, increasing the risk of severe illness and even death.



If nothing else, the pandemic has taught us just how
important the health of the host is.

Be rooted in health: Improve overall health & immune competence

Society hasn't always been burdened with chronic health problems, so how did it become our modern-day narrative? First, it's important to remember that optimal amounts of nutrients are absolutely necessary for our bodies and minds to thrive, but collectively, we fall woefully short, and too many suffer from chronic vitamin and mineral insufficiencies, including important ones like zinc, selenium, and vitamin D—the very nutrients that our bodies need to stay healthy and fight infection. Many factors are at play, but an industrialized food system, and the processed food that goes with it, has led to a slew of nutritional deficiencies and insufficiencies. Years of conventional farming practices has stripped the soil of important minerals, making the food grown in it nutritionally anemic. Additionally, a near ubiquitous exposure to toxins and pollution causes our bodies to quickly burn through critical nutrients. But it doesn't have to be this way. As we work to build a more resilient food system and less toxic world, we can also work to build our own resilience—and become rooted in health.

It starts with food, organic is best!

The food you eat can make or break your health. You likely already know what you *shouldn't* eat (highly processed foods, fast foods, sugary foods and drinks, refined carbs) but what *should* you eat? What does a healthy diet look like? It starts with fresh produce. When you hear experts say “eat the rainbow,” this is what they are referring to. Colorful fruit and veggies are full of phytonutrients that promote good health. Those flavanols, polyphenols, and anthocyanins you always hear about? They're found in fresh produce, especially in organic produce, which contains higher levels of these health-promoting phytonutrients compared to conventionally grown. Aim to eat as many types of vegetables as you can every day, but make it work for you—do you love smoothies? Pack them with vegetables. Maybe big salads loaded with colorful veggie toppings are your jam, or you love the caramelized flavor of roasted vegetables. Eat those things, every day. Discover the veggies you never knew you loved by trying new veggie-centric recipes (naturalgrocers.com/recipe-finder is a great place to start).

To round out your meals, include quality protein and healthy fats. Examples of healthy fats include olive oil, pasture-based butter, coconut oil, avocados, olives, and nuts. When it comes to animal protein, look for humanely and sustainably raised products to optimize nutrition. A diet abundant in produce, along with healthy sources of protein and fats, will support healthy blood sugar balance (key to maintaining overall health) and a healthy weight while also supplying ample amounts of disease-

fighting nutrients. Additionally, when you invest in buying foods grown in a sustainable way, they are not only better for you, they also support the process of building a more resilient food system.

Fortify with supplements

As you begin (or continue) your journey to healthy eating, there are several key supplements to include in your routine that will further root you in health. A **multivitamin** will fill in the gaps where your diet falls short. Even if you generally eat a healthy diet loaded with organic vegetables, it's hard to get optimal amounts of certain vitamins and minerals through food alone. Decades of chemical-intensive conventional agricultural practices and pervasive air pollution have severely depleted our soils, stripping them of beneficial vitamins and minerals, leaving little for vegetables to take up as they grow, while at the same time increasing the body's need for nutrients. Multiple studies have found declines in a number of important nutrients in vegetables and fruit, including calcium, magnesium, iron, riboflavin (vitamin B2), and vitamins A and C.¹ Look for a multivitamin that provides zinc, selenium, and vitamin A as retinol.

Magnesium is one of the most important nutrients in our bodies, and is especially important when we experience stress. When magnesium levels are low, stress takes over and we cannot relax, our brains play a repetitive refrain of anxious thoughts, and our muscles tighten and may even spasm. The heart, brain, bones, respiratory system, nervous system, joints, and immune system are also prone to dysfunction. But when there is sufficient magnesium, our cells function properly, and when our cells are healthy, we are healthy. Playing a foundational role in more than 600 biochemical processes, magnesium supports healthy blood pressure, strong bones, healthy blood sugar and insulin levels, muscle tone and relaxation, neurotransmitter production, mood, memory and cognition, and energy production.^{iiii iv v vi} Because of decreases of this important mineral in our food and a host of modern-day magnesium



drains (stress, chronic disease, prescription drugs, refined and processed foods, and alcohol), nearly everyone has suboptimal levels; in other words, just enough to prevent an outright deficiency, but not enough to promote optimal health.^{vii} You will need to supplement with extra magnesium, as multis do not supply sufficient amounts of this important mineral.

The sun vitamin, **vitamin D**, ranks up there with magnesium as one of the most important nutrients to human health. It affects just about everything, from the bones and the brain to the cardiovascular and immune systems. In fact, we are seeing just how critical optimal levels of vitamin D are in enabling the immune system to mount a robust defense against Covid-19.^{viii ix} * Optimal blood levels of vitamin D can also decrease the risk of osteoporosis, diabetes, hypertension, several types of cancer, and autoimmune diseases.^{xi} But like magnesium, vitamin D deficiencies are widespread—research has found that nearly 42 percent of U.S. adults are deficient, with the highest rates found in African Americans, at 82 percent, and Latinos, at 69 percent. Optimal levels of vitamin D are considered to be between 30 and 50 ng/mL. The amount of vitamin D you should supplement with varies greatly by the individual; it is recommended that you have your levels tested to find out if you have a sufficient level. It usually takes between 2,000 to 5,000 IUs daily to optimize your levels.

A thinking brain needs the omega-3 fats **EPA** and **DHA**. Your brain and eyes require them to function, making vision, attention, memory, learning, focus, concentration, and positive thoughts possible. They also keep the cardiovascular system in tip-top shape by supporting flexible arteries, healthy blood flow and blood pressure, and healthy cholesterol and triglyceride levels. Because our diets have shifted so dramatically, leading to a virtual non-existence of EPA and DHA in the foods we eat, our inflammation levels are out of control. In fact, a study conducted by the Harvard School of Public Health found that a low intake of the omega-3

fats was one of the main dietary risks for death.^{xiii} These omega-3 fats reduce inflammation and play a significant role in protecting the body from diseases that are either caused by or worsened by inflammation, from arthritis and asthma to cardiovascular disease, cancer, and Alzheimer's. They also have a positive effect on mood and mental health, particularly depression.^{xiv xv xvi} Additionally, several studies on DHA have found that daily supplementation reduces aggression and anger in general, especially during times of stress.^{xvii xviii xix xx}



Thrive with healthy lifestyle habits

Healthy lifestyle habits complete the trifecta for being rooted in health. Regular movement, time spent in nature, practicing gratitude, nurturing your relationships—these are all forms of self-care that will go a long way for both your mental and physical wellbeing. It's also important to assess the products that we use every day in our homes for cleaning and those that we put on our skin. These products can be sources of environmental pollutants that take their toll on health and put an extra burden on our already over-burdened detoxification systems. Make the switch to non-toxic products to reduce your chemical exposure. Buy organic food as much as possible to reduce your exposure to agricultural chemicals, including synthetic pesticides and fertilizers, and when it comes to meat, choose grass fed and/or organic whenever possible. An added bonus when you buy organic and grass-fed foods is that you are also supporting a more resilient food system that will benefit everyone in the long run.

Being rooted in health doesn't mean we won't get sick, but it does mean that we will reduce our risk of developing chronic disease over our lifetimes, and our bodies will be more resilient in the face of any illness or infection we encounter, individually and collectively.

References available upon request.





30% OFF

Our Always Affordable Price on All Giovanni® Products

(excludes travel size)

Salon-quality hair care offers high-performing products with ingredients inspired by pure botanicals.

UP TO 30% OFF
ALWAYS AFFORDABLE™



28% OFF

\$3.99

DR. BRONNER'S® Peppermint Toothpaste 5 OZ.

This low-foaming formula has no synthetic detergent-foaming agents, is fluoride-free, vegan and cruelty-free.

ALWAYS AFFORDABLE \$5.59



28% OFF

\$2.99

CRYSTAL® Lavender & White Tea Deodorant Spray 4 OZ.

Forms a protective barrier that kills odor-causing bacteria. Made with essential oils.

ALWAYS AFFORDABLE \$4.19



21% OFF

\$7.49

THAYERS® Alcohol-Free Rose Witch Hazel 12 OZ.

Made with rose-petal water, tocopherol acetate, and a proprietary Witch Hazel extract.

ALWAYS AFFORDABLE \$9.49



14% OFF

\$5.99

BOIRON® Arnicare Gel 1.5 OZ.

It helps to relieve muscle pain and stiffness and to reduce pain, swelling, and discoloration from bruises.*

ALWAYS AFFORDABLE \$6.99

NEW COLORS

20% OFF
Our Always Affordable Price on All TINTS OF NATURE® Hair Color



19% OFF

\$7.49

EVERYONE® Coconut & Lemon 3-in-1 Soap 32 OZ.

Made to be used as shampoo, body wash, and bubble bath for everybody.

ALWAYS AFFORDABLE \$9.25

10% OFF

Our Always Affordable Price on Select 1 OZ. NOW Essential Oils (Excludes Organics and Blends)



OFFERS VALID AUGUST 7 TO AUGUST 29, 2020

NATURAL GROCERS[®] BRAND BULK PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICE

SALE
\$6.99
10 OZ.
ALWAYS AFFORDABLE \$7.99

SALE
\$3.69
7 OZ.
ALWAYS AFFORDABLE \$3.99

SALE
\$4.99
8 OZ.
ALWAYS AFFORDABLE \$5.49



NATURAL GROCERS BRAND BULK ORGANIC DRIED MANGO

Now you can enjoy the tangy sweetness wherever you (man)go! It's loaded with nutrients and perfect for any hiking, camping, or road-tripping adventure.

NATURAL GROCERS BRAND BULK ORGANIC DRIED APPLES

Looking to eat well on the go? Look no further! The apple hasn't fallen far from the tree, just right into a bag of deliciously dried perfection.

NATURAL GROCERS BRAND BULK ORGANIC MARGARET'S MIX

Grab a bag of this uniquely satisfying and healthy mix—just as unique as our co-founder, Margaret.

NATURAL GROCERS BRAND BULK ORGANIC ROASTED CASHEWS (SALTED AND UNSALTED VARIETIES)

We're raising the bar when it comes to the quality and freshness of this ever-popular nut while keeping the price affordable so you can save some cash(ew) too!

SALE
\$5.99
10 OZ.
ALWAYS AFFORDABLE \$6.99

SALE
\$5.99
10 OZ.
ALWAYS AFFORDABLE \$6.99

ALWAYS AFFORDABLE \$6.99

OFFERS VALID AUGUST 7 TO AUGUST 29, 2020

NATURAL GROCERS[®] BRAND BULK PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICE

ALWAYS AFFORDABLE

NATURAL GROCERS BRAND BULK
PAPAYA SPEARS
NON-GMO

\$3⁷⁹
1 LB.

Tropical tasty papaya is so easy to try—a—just grab a bag and let your taste buds surprise ya!



NATURAL GROCERS BRAND BULK
CINNAMON VANILLA
ALMONDS NON-GMO

\$5⁴⁹
8 OZ.

Have you tried this match made in (flavor) heaven yet? WARNING: once you've started snacking on them, it's almost impossible to stop.



NATURAL GROCERS BRAND BULK
RAW CACAO NIBS
ORGANIC

\$3⁹⁹
6 OZ.

Craving something sweet? Reach for the bag that's so satisfying, yet chock full of nutrition like free radical scavengers.*



NATURAL GROCERS BRAND BULK
DRIED STRAWBERRIES
NON-GMO

\$3⁶⁹
4 OZ.

Loaded with nutrition and ready to enjoy at your leisure, our snackable dried strawberries are always sweet and satisfying!



NATURAL GROCERS BRAND BULK
COCONUT SUGAR
ORGANIC

\$3⁷⁹
1 LB.

Give your cooking creations, coffee concoctions, and baking bedazzlements a boost with our organic coconut sugar.



NATURAL GROCERS BRAND BULK
SPICY PUMPKIN SEEDS
ORGANIC

\$4⁹⁹
10 OZ.

When you just need to spice things up, these organic Spicy Pumpkin Seeds are just the tasty ticket! Grab your bag today!



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 Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



STRESSING THE POINT: Supplements Put a Check on Stress, Anxiety & Depression*

By Liz Mueller



The world we live in is downright stressful. It's stressful just thinking about how stressful things have become. While stress is a part of life, when it runs unchecked and unabated, it can wreak havoc on our lives, interfering with everyday tasks, our relationships, and our jobs. It can also damage the delicate structures of our brains and lead to anxiety and depression. In addition to meditation, yoga, and spending time outside in nature—all the things we know are helpful to reduce stress, but don't always do—specific dietary supplements can help the body and mind remain resilient during times of stress, and are actually necessary to ensure that we don't feel so stressed in the first place. Magnesium, B vitamins, rhodiola, bacopa, and phosphatidylserine (PS) are crucial for nutritionally supporting our bodies and brains when we are stressed.

Stressed? Mag up! **MAGNESIUM** is magnificent for calming frayed nerves, lulling you to sleep, eliminating muscle cramps, and alleviating headaches. Those can all be signs of low magnesium levels, which studies show leads to depression and anxiety-like symptoms, in addition to increased cortisol levels, sleep disturbances, and increased inflammation.^{i,ii}

It's even more crucial to supplement with magnesium when under chronic and long-term stress and anxiety. Why? Because when stressed, your adrenal glands release the stress hormones adrenaline and cortisol into your bloodstream, which causes an increase in the loss of magnesium through urine, eventually depleting body stores.ⁱⁱⁱ

One form of magnesium, **MAGNESIUM THREONATE (MgT)**, is especially helpful for some of the mood issues experienced when stressed. Researchers discovered that elevating magnesium levels in the brain promoted synapse density and synaptogenesis—the formation of synapses between neurons—in regions critical to cognitive abilities and emotions.^v Scientists identified MgT as a bioavailable compound that effectively crosses the blood-brain barrier, elevating brain magnesium, and thereby improving brain function and reducing depression and anxiety.^{vi,vii} MgT has also been demonstrated to enhance learning, memory, and quality of sleep.^{viii} If you're suffering from a brain imbalance, or are just needing a little extra support from the stresses of life (aren't we all?), discovering this life-altering mineral might be the missing link.

Taking a **B-COMPLEX VITAMIN** is a terrific approach to covering your bases for total-body health, including brain health, during times of stress. Studies indicate that B vitamins play an important role in alleviating depression and anxiety. Clinical signs of insufficient intake of B vitamins are mood changes, insomnia, changes in appetite, and sugar cravings.^{ix} One B vitamin, thiamine (B1), is especially important if you suffer from brain fog. Your brain loves energy, as do the rest of your nerves, and good old vitamin B1 is a cofactor in a zillion energetic reactions. Thiamine deficiency results in a decrease in cerebral glucose utilization and results in mitochondrial damage. Electron microscopy shows disintegrating mitochondria, chromatin clumping, and swelling of degenerating neurons. Yikes! Even if the bigger words are mysterious, B1 deficiency is clearly very bad—dying, rotting neurons and a tangled ruin of your precious brain. Thus, it is no wonder that thiamine deficiency symptoms include mood disorders, anxiety, insomnia, restlessness, and night terrors. One study found that taking 50 mg of B1 daily “was associated with reports of being more clearheaded, composed, and energetic.”^{xi,xii}

Just roll with it with **RHODIOLA!** This adaptogenic herb has been used to treat anxiety, fatigue, and depression for centuries.^{xiii} While it may be foreign to some, the studies speak for themselves. One examined the effects of taking 400 mg of rhodiola extract per day for four weeks in subjects with life- and work-related stress. After just three days, they found significant improvements in markers of stress, such as fatigue, exhaustion, and anxiety. In another study investigating the effects of stress-related burnout, rhodiola improved many participants' symptoms, including stress and depression.^{xv} Rhodiola works with your body to adapt to stress and increases your body's resistance to stress, allowing you to better cope during stressful times.^{xvi}

YOU HAVE THE POWER
to make a positive change in the world by
tamping down the stress in your life.

A lesser-known nutrient worth noting is **BACOPA**, a nootropic herb, a type of supplement that's taken for its positive effects on the brain. Supplementation with bacopa has been shown to reduce anxiety and improve mood, increase memory, and is used as a general cognitive enhancer.^{xvii,xviii} Bacopa is known to affect the neurotransmitters dopamine, serotonin, acetylcholine, and gamma-aminobutyric acid (GABA).^{xix} These neurotransmitters are involved in memory, mood, and anxiety.

P.S., one more thing. **PHOSPHATIDYLSERINE (PS)**, pronounced phos-pha-ti-dyl-se(ə)-r-ēn, is a phospholipid (a type of lipid, or fat, that is an integral part of cell membranes) and is a component of the 300 billion cells that form your brain. A 2014 study found that PS normalized stress-related biomarkers—namely cortisol, the “stress hormone”—in chronically stressed individuals.^{xx} Another 2014 double-blind study showed that short-term PS supplementation improved daily functioning, mental health, and self-reported general wellbeing in older individuals with Alzheimer's and dementia.^{xxi} In fact, memory issues related to chronic stress, the natural aging process, mental health conditions, and insomnia have all been shown to be improved by supplementation with PS.^{xxii,xxiii,xxiv}

While stress is inevitable, you can make your body and mind more resilient and reduce the harmful effects of stress with stress-relieving supplements. March on with mighty **magnesium**, bolster your health with beneficial **B vitamins**, roll with the punches with **rhodiola**, find your balance with **bacopa**, and push through life's stresses with **phosphatidylserine**.

References available upon request.



THE FAMILY BRAND YOU TRUST



NATURAL GROCERS[®] BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICE

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

WELCOME THE NEWEST MEMBERS
TO THE NATURAL GROCERS FAMILY

ORGANIC POPPED POPCORN



SALE!
\$1.69
4 OZ.
ALWAYS AFFORDABLE \$1.99

SALE!
\$1.69
4 OZ.
ALWAYS AFFORDABLE \$1.99

SALE!
\$1.69
4 OZ.
ALWAYS AFFORDABLE \$1.99

Organic, Nutritious Energy
in a
Snack Pack Size!

ORGANIC SNACK PACKS

USDA ORGANIC

11 VARIETIES TO CHOOSE FROM



SALE!
99¢
1.5 OZ.
ALWAYS AFFORDABLE \$1.49

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



SIMPLY SCRUMPTIOUS ORGANIC STRAWBERRY SORBET

This simple sorbet is bursting with fresh strawberry flavor! It's not cloying sweet like many sorbets. The avocado lends a creamy mouth feel without an avocado-y flavor. It's the perfect summer treat!

PREP TIME: 15 MINUTES | FREEZE TIME: 4-6 HOURS | SERVES: 6 (1/2-CUP SERVINGS)

INGREDIENTS INSTRUCTIONS

- | | |
|---|--|
| <p><i>1 pound organic strawberries, stems removed</i></p> <p><i>¼ cup Natural Grocers Brand Organic Grade A Dark Maple Syrup</i></p> <p><i>1 organic avocado, halved and pit removed</i></p> <p><i>1 teaspoon organic vanilla extract</i></p> | <ol style="list-style-type: none">1. Blend the strawberries and maple syrup in a blender or food processor until fully puréed. Add the avocado and blend until smooth, stopping to scrape the sides as necessary.2. Pour the mixture into an 8 x 8-inch square baking dish or a loaf pan and transfer to the freezer.3. Freeze until firm, 4-6 hours. Allow the sorbet to sit at room temperature for 10-15 minutes before scooping and serving. |
|---|--|



good4u™

NEW PRODUCTS OF THE MONTH



25% OFF

Our Always Affordable Price on all Earth Science® Products



\$1.59

CLEAN CAUSE®
Zero Calorie Sparkling Organic Yerba Mate
16 OZ.

Zero Calories, Sugar and Carbs. Clean Cause donates 50% of profits to support individuals in recovery from drug and alcohol addiction.

ALWAYS AFFORDABLE \$2.49



\$17.99

GAIA HERBS®
Extra Strength Black Elderberry Gummies
80 GUMMIES

These Certified Organic Extra Strength Black Elderberry Gummies provide extra plant-powered support with 10 g of elderberries per two gummies, making these delicious gummies a powerful immune blend to help you stay healthy.*

ALWAYS AFFORDABLE \$24.99



22% OFF

\$2.89

CHOCOLOVE®
No Sugar Added Chocolate Bars
3.2 OZ.

Chocolove's new line of XO no sugar added bars, in both 60% Dark and 37% Milk Chocolate, are great for someone following a Keto-inspired diet or for someone who wants to avoid sugar.

ALWAYS AFFORDABLE \$3.75



22% OFF

\$3.99

ALDEN'S®
Organic Dairy-Free Ice Cream
14 OZ.

Organic dairy-free ice cream that is sure to please.

ALWAYS AFFORDABLE \$5.15



20% OFF

\$2.55

GTS®
Organic Kombucha
16 OZ.

This rejuvenating flavor has a sweet splash of ripe pomegranate and a subtle hint of fresh, herbal sage.

ALWAYS AFFORDABLE \$3.19



13% OFF

\$29.49

NEW CHAPTER®
Organic Plant Protein+ Vanilla
14.9 OZ.

Experience fuel that your body can actually absorb—complete organic plant protein powder with clinically studied enzymes for proper digestion.*

ALWAYS AFFORDABLE \$34.29



16% OFF

\$7.15

CAULIPOWER®
Gluten-Free Cauliflower Crust Margherita Pizza
11.6 OZ.

ALWAYS AFFORDABLE \$8.55



EPIC Savings!

OFFERS VALID AUGUST 7 TO AUGUST 29, 2020

99¢ - \$3.49



ALWAYS AFFORDABLE \$2.35-\$4.99

UP TO

57% OFF

OUR ALWAYS AFFORDABLE PRICE ON SELECT ANNIE'S® PRODUCTS

49% OFF



\$15.39

KAL®
Magnesium Glycinate 400
Soy Free
120 SG

ALWAYS AFFORDABLE \$30.59

39% OFF



\$30.49

VEGA®
Sport Protein
Chocolate or Vanilla
28.3-29.5 OZ.

ALWAYS AFFORDABLE \$49.99

38% OFF



\$14.39

NUTRITION NOW®
PB8® Pro-Biotic
Acidophilus
120 VCAP OR CAP

ALWAYS AFFORDABLE \$23.49

34% OFF



\$14.79

NOW®
Silver Sol 10 PPM
8 OZ.

ALWAYS AFFORDABLE \$22.59