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September 2015

VISIT US AT
EXPO EAST
BOOTH #5121

Anticipating Trends

Post Dr. Oz effect, consumers are relying on other sources that are creating the latest trends at retail

Also Inside:
Essential Fatty Acids
Pre & Probiotics
Expo East Booth Preview

Natural Products Expo East Preview

September 17-20, 2015 • Baltimore Convention Center • Baltimore, MD

The following manufacturers advertising in this issue have submitted information describing their plans for Expo East—product launches, show specials and special services are all included below. Booth numbers have also been included to make it easier to find these companies while walking the show floor.

Bioforce USA (Herbatint & Annemarie Börlind)—Booth #4017

Visit the Bioforce USA (Ghent, NY) booth for a minimum 20 percent line drive for Annemarie Börlind & Herbatint Permanent Hair Color! Don't forget that on Thursday and Friday, a certified Annemarie Börlind esthetician, will be performing free 15-minute facials and skin consultations. Sign up now as spots are limited and filling up quickly! For more information, call (800) 641-7555 or visit www.bioforceusa.com.



Bluebonnet Nutrition Corporation—Booth #5625

Please visit Bluebonnet's (Sugar Land, TX) booth for trade show specials. New product introductions include: Clarinol CLA soft gels, which are gluten and soy free, non-GMO, and are available in 60- and 90-ct. bottles; CellularActive Coenzyme B Complex Vcaps, which are gluten and soy free, kosher certified, and available in 50- and 100-ct. Vcaps; Earth Sweet Chewable Calcium Magnesium & Vitamin D3 Tablets, which are gluten free and kosher certified, the tablets are available in Vanilla or Orange flavors and contain 90 tablets; and Omega-3 Kosher Fish Oil Vegetarian Soft Gels, which are gluten free, kosher certified, non-GMO, and available in 60 and 120 vegetarian soft gels. For more information, call (281) 240-3332 or visit www.bluebonnetnutrition.com.



Capsugel—Booth #5524

Capsugel (Greenwood, SC), the world's leading capsule manufacturer, offers a full range of products and services to deliver innovative, quality dosage forms. With global manufacturing locations in Asia, Europe and the Americas combined with unsurpassed service and support, Capsugel is a trusted partner in the dietary supplement industry. Capsugel's product line includes capsules made from gelatin or non-animal polymers used for powder or liquid filled solutions. From formulation to packaging, Capsugel will help take your product idea from concept to consumer. For more information, call (800) 242-1700 or visit www.capsugel.com.

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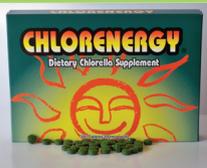
Carlson Laboratories—Booth #5006

Join Carlson Laboratories (Arlington Heights, IL) as the company celebrates its 50th anniversary! Carlson is proud to sponsor a lunch and learn with Dr. Alex Richardson. Her lecture "Changing Diets, Changing Minds: The Importance of Nutrition for Behavior, Learning and Mood" will be held on Friday at noon in room 322. Following the lecture, stop by booth #5006 for a book signing. Join Carlson on Saturday for a book signing with **Dr. Jacob Teitelbaum** from 10:30 a.m.-12:30 p.m. Be sure to visit booth #5006 for new products, special discounts, a selfie contest, giveaways and more. For more information, call (847) 255-1600 or visit www.carlsonlabs.com.



C'est Si Bon Company—Booth #8510

C'est Si Bon Company (Torrance, CA) offers the world's most scientifically researched chlorella and the world's oldest commercial-based chlorella since 1964. Besides the U.S. and Japan, the product is selling phenomenally in Europe and it is the first choice for integrative and alternative health doctors, according to the company. Visit the booth for sample packets and ask for show specials with UNFI (Select), and/or Threshold, or C'est Si Bon. For more information, call (888) 700-0801 or visit www.bestchlorella.com.



Divine Health—Booth #9044

Divine Health (Longwood, FL) will be offering a show discount of 30 percent off wholesale at Expo East. Fermented Green SupremeFood is a newly developed greens formula containing all USDA organic fermented vegetables and grasses. Dr. Don Colbert, *New York Times* best-selling author of *The Seven Pillars of Health* and *I Can Do This Diet*, will be hosting a one-hour book signing for his newest book *Reversing Inflammation* on Friday at 1 p.m. For more information, call (407) 732-6952 or visit <http://shop.drcolbert.com>.



Enzymedica, Inc.—Booth #5618

Enzymedica, Inc. (Venice, FL) is dedicated to providing exceptional enzyme-focused supplements at the most therapeutic levels available in the natural foods industry and beyond. It is our commitment to provide unprecedented education and research that propels individuals on the path to vibrant health. At Expo East 2015, product discounts are available up to 30 percent off! For more information, call (941) 505-5565 or visit www.enzymedica.com.

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— The Enzyme Experts —