

What's New In Store is the definitive guide to the best new natural and organic products coming on to the market — and the only guide providing full ingredients listings along with both trade and retail prices and contact information



## CYCLOPRET, MENOPRET, CYSTIPRET & NEUROPRET



Bionorica is the manufacturer of one of the most advanced registered herbal medicinal product ranges. With more than 75 years in research and development, and 700 clinical trials, its commitment to producing premium quality herbal medicines is paramount. The ingredients, concentrations, and properties can vary in different plant preparations, however Bionorica's unique manufacturing process 'Phytoneering' is able to guarantee that consistent levels of the important active ingredients are present in every tablet. The new range of THR Herbal products is now available in the UK.

**Ingredients:** *Cystipret* Lovage root, centaury, rosemary lactose monohydrate, magnesium stearate, maize starch, povidone K25, silicone dioxide

**Prices Cystipret Trade:** On request RRP £14.25 for 60

**Contact:** Biomedical Laboratories 0845 241 3446

**Available from:** Natural Food Brokers, The Health Store, Tree of Life

## HOT GINGER MUSCLE RUB AND COOL PEPPERMINT MUSCLE SPRITZ

Introducing Natural Hero — a range of high performance sports recovery body-care products for the wellbeing, fitness and sports market. The launch products — Hot Ginger Muscle Rub with Borage, Fennel & Rosemary and Cool Peppermint Muscle Spritz with White Willow and Arnica — deliver warming and cooling recovery through pH balanced, moisturising formulations. Packed with active botanicals and essential oils, Natural Hero products contain over 98% natural ingredients. They contain no parabens, SLS or petrochemicals, are manufactured in the UK, and are the first sports and fitness products to have achieved Ethical Accreditation from the *Good Shopping Guide*.

**Ingredients:** *Hot Ginger Muscle Rub with Borage, Fennel and Rosemary Aqua*, caprylic/capric triglyceride, cetearyl alcohol, glyceryl stearate SE, glycerin, stearic acid, *Borago officinalis* (borage) seed oil, dehydroacetic acid, *Zingiber officinale* (ginger) root oil, sodium stearyl glutamate, vanillyl butyl ether, *Foeniculum vulgare* (fennel) oil, *Rosmarinus officinalis* (rosemary) leaf oil, limonene, benzyl alcohol, citral, geraniol, linalool, citronellol

**Prices:** Hot Ginger Muscle Rub Trade On application RRP £6.95

**Contact:** Natural Hero, Wirz Herbs Ltd 07986 582634

**Available from:** As above and [louise@naturalhero.co.uk](mailto:louise@naturalhero.co.uk)



**Come and see us at stand**  
2058 Natural & Organic  
Products Europe,  
3-4 April 2011 Olympia,  
London

## ORGANIC BABIES NO SCENT BABY OIL

Organic and Fairtrade skincare pioneer, Green People, has launched a new Organic Babies No Scent Baby Oil made with a blend of the purest oils possible to soothe, nourish, heal and protect baby's delicate skin. A versatile multi-purpose product, Baby Oil can be used for cradle cap, dry skin or a soothing baby massage. An exceptional 3-in-1 baby skincare essential, it is 100% organic and is certified by the Soil Association and Fairtrade Foundation. The oil is rich in fatty acids which are beneficial to a baby's skin and is easily absorbed. It may also be suitable for those prone to eczema and psoriasis. Made without parabens, lanolin or petrochemicals.



**Ingredients:** 100% organic sunflower seed oil, sesame oil, evening primrose oil, rosehip oil, elderberry seed oil, pomegranate seed oil

**Prices:** Trade £5.53 RRP £9.95

**Contact:** Green People 01403 740350

**Available from:** As above and from all major retailers

## SEAGREENS MINERAL SALT

Seagreens Mineral Salt is 50% Seagreens Organic Wild Wrack Seaweed and 50% unrefined organic sea salt from Cornwall. The combination not only tastes better, it halves the amount of sodium chloride found in other kinds of salt. Plus, it gives you a complete balance of minerals and trace elements, vitamins, antioxidants, amino acids and protein, so it has a better all-round nutritional profile. Research has shown seaweed to be 'an antidote to excessive sodium consumption'. Seagreens Organic Wild Wrack Seaweed is sustainably harvested in the Scottish Outer Hebrides. The Cornish sea salt is Soil Association-certified.

**Ingredients:** Cornish sea salt and *Ascophyllum nodosum* seaweed

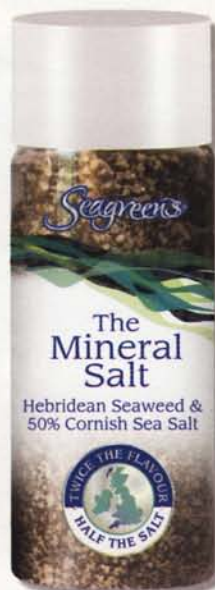
**Prices:** Trade £20.82 (ex VAT) for a case of 6 RRP £4.95 (inc VAT)

**Contact:** Xynergy Health Products 03456 585 858

**Available from:** As above

**Come and see us at stand 3033**

**Natural & Organic Products Europe, 3-4 April 2011 Olympia, London**



## SYMPROVE

Symprove is a completely new next-generation probiotic for healthy digestive maintenance or reduced digestive functions. A non-dairy, gluten-free probiotic drink, it contains 4 types of naturally-occurring live and crucially-activated probiotic bacteria. The format is unique and an important distinction is that it enables the bacteria to start multiplying in your gut within 20 minutes of being swallowed — that's fast. Symprove contains 10 billion activated probiotic bacteria per 50ml serving, and has no artificial colours, flavours, sugars or sweeteners. Order by phone or online at [www.symprove.com](http://www.symprove.com). Symprove is distributed throughout Ireland by [www.rossmore-health.com](http://www.rossmore-health.com). Up to 10 days supply: RRP £19.50.

**Ingredients:** Water, citrate, sorbate, extract of germinated barley, *Lactobacillus casei*, *Lactobacillus acidophilus*, *Lactobacillus plantarum*, *Enterococcus faecium*, vitamin B12, vitamin C

**Prices:** Trade £15.60 per bottle (4-20 bottles) RRP £19.50

**Contact:** Symprove Limited 01252 413600

**Available from:** Rossmore Health 0288 676 9873

