

News & Views

To A Healthier You!

Avena ORIGINALS

April — June Newsletter
Spring 2007 Edition

ONLY ONE TRUE DISEASE

According to Newsweek magazine, preventative health care is expected to grow from \$300 billion to \$1 trillion in just a decade. But what percentage of this will be money well spent? >> **Page 6**

CELEBRATING OUR LOWEST PRICES IN 15 YEARS!

We only continue to improve... without sacrificing quality, and all while offering our members the lowest prices in over 15 years of business!

>> **Page 6**

NEW & EXCITING PRODUCTS

- ▶ Avena's Electric C is now available in capsules, and they're vegan caps!
- ▶ Extra Virgin Coconut Oil, truly 100% raw and unrefined—taste the difference quality makes!
- ▶ Stabilized Oxygen; coming soon...

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Welcome to your Spring Edition of
Avena's News & Views To A Healthier You!



Vegan Avena Update

Back in our Fall 2006 newsletter, we introduced our new "Vegan Avena" logo, and announced that within the months that followed, Avena's product line would be 100% vegan, and free from animal testing. An exciting change, which has received amazing support and incredible response from our members. In fact, some members reinstated their memberships with Avena Originals because of this!

So really, what's changed?

- ▶ Avena's Tocotrienol Complex: we replaced the micro-filtered whey with pea protein, to make this formula 100% vegan
- ▶ Avena's Superfood also had the whey replaced with pea protein
- ▶ And finally, all of our capsules are vegan caps!

Also, most if not all of you will have noticed our impressive new labels. A change that was initiated by compliance with all the new Health Canada and FDA regulations. But we've taken this as an opportunity to improve our image – ensuring that our new labels match up to the quality and integrity of our Electrically Available[®], Electrically Superior, PURE PRODUCTS OF NATURE!

NOTICE REGARDING NEW LABELS: in order to comply with government regulations in both Canada and the U.S., many of our product labels are having to bear many different warnings. Again, these products are the same quality products you've come to trust with Avena Originals. The only changes we've made is upgrading our product line to 100% vegan. But should you have questions or concerns regarding any information contained on our new labels, please email info@avenaoriginals.ca for clarification. Thank you!

DISCLAIMER:

The information herein presents the historical use of supplements for educational purposes only, and should not be used to diagnose, treat, or to prevent any disease, or to treat specific medical conditions. Nor is it intended as a substitute for professional medical advice.

Avena's products are sold as *dietary supplements only* to assist the body in its attempt to maintain health.

Statements made herein have not been reviewed or approved by Health Canada or the FDA.



Letter from our President

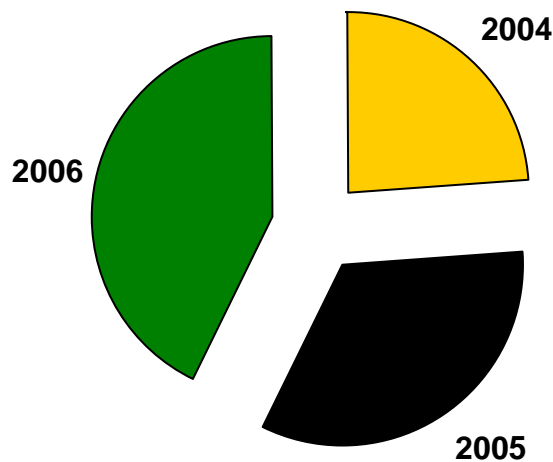


Dear Avena Member

I personally want to thank you for your continued support in 2006. At Avena Originals, “The Company With A Heart”, we’re committed to making 2007 your best year yet!

Year 2006 has been an exciting year for Avena Originals. Again, many records were broken, and yes, for the 15th consecutive year, we have broken the previous years sales growth. And more importantly, records were broken with the results people achieved in their health! In 2007, more than ever, I realize that we must all take responsibility in helping our family, friends, business associates and neighbors, to understand the health problems our society faces today is choice not chance.. Even in the midst of statements, such as that we are living longer than ever before, we only need to look around today to see how sick people really are – not just physically, but emotionally as well.

There are several ways that we need to respond to statements like this... first by having everyone answer this question: How many people in the 1950’s heard of Multiple Sclerosis, Attention Deficit Disorder, Fibromyalgia, Polymyitis, Cystic Fibrosis, Candida Albicans, Alzheimer’s, PMS, Aids, Multiple Chemical Sensitivity, Herpes or Autism (to name just a few)? These are just a small portion of the conditions the general population are living with today. And for many of our friends and loved ones, it’s robbing their quality of life! Do not think of these disease as simply “new conditions”, but rather, see them for what they really are, and that is expressions of a deteriorated organism (or body), going into an even more deteriorated state.



Yet another way of helping those you care for to understand the crisis we face today in terms of health is to have them answer this... At the turn of the century heart disease was rare and virtually non-existent, yet today, one million North Americans die from heart disease each year. Hyperactivity was never heard of as recent as 1950, but millions of our children are needlessly suffering from A.D.D. and A.D.H.D. An estimated 61 million North Americans are more than 20% overweight. From 1960 to 1991, there has been 36% increase in obesity (obesity defined as more than 20% overweight).

Today alone, 1,150 North Americans will die of cancer. That’s in just one day. With this statistic, that’s over 400,000 deaths this year alone! It took us just 22 years from 1960 to 1982 to double the death rate from cancer. And these numbers will just continue to climb, day by day, year by year.

Looking at the future existence of the human race, consider that one in five North American couples are so non-functional biologically, that they cannot even reproduce. The sperm count of the North American male has dropped 42% since 1920. If a drop of one-quarter that amount occurred in wildlife, we’d add the species to the endangered list, and expect the species to go extinct. Not what most people care to think about, but this is reality.



Anyone suffering from deterioration in their bodies first-hand, while observing the increase of disease all around them, after looking at this if they continue to carry-on their same practices without concerns for their future—they are simply not listening and in denial. If someone tells you that people are living better than ever before you must seriously consider their motivation for taking such a position in light of these facts. Yes, we have bigger houses, but smaller families; more conveniences, but less time; more degrees, but less sense; more knowledge, but less judgment; more experts, but less solutions; and ultimately, more medicine, but less wellness!

On a personal level, not many days go by without me being reminded of the personal challenge my wife, Kathy had to overcome with a severe case of “*a so called incurable disease*” — lupus. Our medical system said it was incurable, and told her to “learn to live with it”. Her ankles were over fourteen inches in diameter. Uric acid was dripping from every inch of her skin. Her skin was peeling and bleeding 24/7. The bed sheets needed to be changed sometimes twice a night. Her hair wet with uric acid. After exhausting the medical system, and not knowing where to turn, we were led to someone that shared nature’s solution: “Clean the Body – Feed the Body”.

With new understanding that Kathy did not catch this disease, but rather created it through the lifestyle in which she lived, she recognized that nobody could save her but herself. With this new found understanding that her body could correct the problem by cleaning the body and feeding the body, her journey began with the introduction of nutrients derived from wholesome organic vegetables. Followed by high amounts of the highly active enzyme-blend that Avena currently has available, together with high doses of probiotics (Friendly Flora).

Through her faithfulness to the program, Kathy achieved victory over lupus within just eight months time. Now, when you see that happen in front of your eyes, you can’t help but to become passionate about the laws of nature; the power of nature’s food, and most importantly, enzymes and friendly bacteria. You quickly begin to understand and believe that “There are NO Incurable Diseases, Just Incurable People.”

Our entire family became passionate about sharing the good news! Homeostasis is still possible, even in today’s messed up world. Although it was a hard lesson to learn, we all came to understand that we cannot make people follow the truth, but rather, it is our responsibility to share the truth, “the good news”, and after that it becomes a choice that each and everyone of us must make. Our quality of life is 100% based on the choices we make.

As year 2007 approached, I became more and more passionate about my responsibility of sharing truth, and providing a means of making real live foods readily available. Foods that have their life force intact, and have not been destroyed through processing; free from irradiation, pesticides, herbicides, insecticides, and so on. I believe that is not good enough to teach people about the importance of live foods when it is next to impossible to purchase them. I felt that Avena Originals had a responsibility to provide these kinds of foods, so that people could apply the principles of “Cleaning the Body and Feeding the Body”, thus the introduction of Avena’s line of Raw Super Foods. You simply cannot find a more pristine source of super foods than Avena’s Goji Berries, Cacao (Raw Chocolate), Coconut Oil, Raw Energy Bars, Hemp Oil, and our Authentic Natural Sea Salt.



Our search continues around the globe for more of nature's powerful foods to help you in achieving homeostasis. Adding the supplements—such as Avena's bowel cleanse, Herb Cocktail; nature's most active proprietary plant-based enzyme blends; our patented blend of probiotics, Friendly Flora, and our complete Amino Acid Complex, Toco; along with Avena's greens, Superfood—you are now truly "Cleaning Your Body and Feeding Your Body". Throughout this newsletter, you will continue to see the excitement of many new products that are coming soon. Our commitment is strong!

Year 2007 is going to be the year that Avena Originals is no longer a kept secret. But rather, with your help, we will ensure that more people hear about the crisis we are facing in our state of health, the importance of proper digestion, the essentials of live foods, and how these all play an essential and critical role to our health and vitality. Avena has launched an exciting incentive program to its members. We are challenging all members to help us in ensuring that everyone you know has the opportunity to hear "the good news", how they too can achieve real health, and improve their quality of life.

Between February 1, 2007 and October 31, 2007 – the member that brings the most new guests to one of my the lectures (held in Red Deer, Edmonton, and Winnipeg) will win a \$1,000 product credit. Also the member that brings the most new guests to one of Francis Reglin's seminars (held in Abbotsford, Coombs, Edmonton, Banff, Golden, Kelowna, Medicine Hat, Oliver, Prince George, Quesnel, Vernon, Victoria and Winnipeg) between February 1, 2007 and October 31, 2007 will also win another \$1,000 in free Avena Products of their choice!

Please join us... help us in making a difference in the lives we touch, and the world we live. We all have the responsibility to share that everyone can achieve health and vitality, regardless of their current situation. We need to empower people with this life-changing message, and the principles shared at every Avena Corporate Seminar, and each of our monthly Conference Calls.

In closing, we are proud of all our staff. Their excitement is obvious. And of course, you — our members are the most powerful tools we have in changing the health of our nation, one person at a time. I want to thank you in taking up this cause, and challenge you to join us in making 2007 a year that we will always remember.

Thank you for your commitment and continued patronage.

Sincerely,
Mel Tarry, President
Avena Originals

2 Chances to WIN \$1,000 FREE Avena Products of Your Choice!

Effective February 1, 2007 through to October 31, 2007, the Avena Member that brings the most guests to Avena Corporate Lectures will receive a gift of \$1,000 in Avena Products of their choice!

Contest Rules & Regulations:

- ▶ All guests must be over the age of 18 years.
- ▶ Guests must register by completing the registration at the event.
- ▶ The member who invited the guest must sign the registration sheet, witnessing that they were also in attendance.
- ▶ There are 2 contests; one for lectures with Francis Reglin, and the other for lectures with Mel Tarry and/or Martin & Charlene Wieler.

PLEASE SUPPORT YOUR
LOCAL AVENA EVENTS
WITH YOUR ATTENDANCE!

ONLY ADEQUATE NUMBERS OF
ATTENDANCE WILL ENSURE
THEIR CONTINUATION.

Thank you,
The Management of Avena Originals



Avena Celebrates its Lowest Prices in Over 15 Years of Business!

Compliance with all the new government regulations in both Canada and the U.S. has taken considerable investment.

Maintaining our “**COMPANY WITH A HEART**” motto, we’re **COMMITTED** to **YOU** our members, ensuring that our **SUPPLEMENTS of the HIGHEST GRADE** remain on our store shelves, available to you for sale and distribution.

Avena’s Management Team is proud of our accomplishments in 2006 in that, unlike several companies in this business, our products have not been “watered-down” or made less-effective for cost-saving measures. But rather, that we only continue to **improve without sacrificing quality** — while offering our qualified members the **lowest prices in over 15 years of business!**

♥ **AVENA ORIGINALS** ♥
— *extending excellence
in Health & Vitality!*

Only One TRUE Disease —“Toxemia” or “Auto-Intoxication”

According to the World Health Organization, “Health is more than the absence of disease. Health is a state of optimal well-being”. Disease, is defined as “a lack of health”. Today, many people are starting to realize that our current health care system does not reward doctors for healthy patients, but rather our doctors get paid for treating illness. As a result, at the turn of the twenty-first century, more people are turning to more natural, less drug-oriented therapies.

Clearly, an increasing number of individuals are concerned about their quality of life, thanks in large part to our baby-boomers. By far the most powerful economic buying force on Earth, baby-boomers control 70% of all U.S. assets. This generation is concerned about their mortality, and rightfully so. According to Newsweek magazine, preventative health care is expected to grow from \$300 billion to \$1 trillion in just a decade.

But what percentage of this will be money well spent? While people are more willing to take responsibility for their own health, the vast majority are still looking for that “magic pill”, that “quick-fix”, just “make the problem go away” approach.

Unfortunately, the body doesn’t work that way because disease does not occur without cause, and disease will not be addressed permanently until the cause is removed. This explains why cancer often returns after surgery or drugs; the underlying cause was not removed.

First and foremost, we need to understand that we don’t “catch” disease, but rather that we create it by breaking down our body’s natural defenses. Disease is nothing more than the body reacting to what we have done wrong. Illness is the body’s attempt at keeping us alive in response to these wrong-doings. And symptoms express the body’s attempt to heal itself, but they are not the cause of disease. Symptoms such as pain and discomfort should not be suppressed, they are the body’s way of communicating that something is not as it should be. Again, unless the cause is permanently removed, the condition will remain within the body in one form or another.

Disease is most often attracted to the weakest organ in the body, whose defensive capability is lowest. Which explains why different individuals develop diseases in different areas of their bodies compared to others (i.e. ovarian cancer vs. colon cancer). This truth is valid evidence that treating the body holistically (“holistic” means “whole”), is the safest approach, and your overall best investment... Addressing the cause is money well spent!



Now for the good news... our bodies are self-healing and self-preserving! The body can and will heal itself; it knows how we got sick, why we got sick, and it also knows how to heal. The reason it doesn't is because we keep making the same mistakes that got us to the problem in the first place — and more often than not, this is due to the fact that most people do not understand that there is really “only ONE true disease”.

So, what is this one true disease? It is “toxemia” or “auto-intoxication”. Quite simply, this is defined as self-generated poisonings. Many doctors of natural hygiene have proven this in their work. Doctors in the early 1900's and late 1800's commonly stated that 98% of all disease started in the colon. Hundreds, if not thousands of well-documented books were written on this subject.

In fact, when our formulator, Michael O'Brien—former director of two Los Angeles medical clinics was first diagnosed with bowel cancer, and given just two days to live—he discovered one of these rare old books in a used bookstore. His colleague wanted to admit him into the hospital and immediately start chemotherapy treatments. Michael refused, joking that he'd rather check himself into a hotel room so that he'd make it past the weekend. A brilliant man with candid humour...

Now this book that Michael purchased that very day was entitled “The Function of a Cancer”. It began to lay out the research and findings verified by Paron at the University of Glasgow. It states “We cannot go further into this subject here but cannot omit it as it exemplifies an established gland activity serving as a protection of the organism against a definite toxin. Like-wise we shall find evidence that the cancer behavior is a protective response to a toxic product generated within the body. The localization of the cancer effort in congested areas indicates that the exciting stimulus is distributed through the bloodstream.”

Imagine, less than one hundred years ago, our medical doctors knew the cause of cancer, and they published their findings. Stating “that the cancer behavior is a protective response to a toxic product generated within the body” lines up with what we learnt earlier; illness is the body's attempt at keeping us alive!

This book goes on to report that “Clinical observation discloses the persistence of toxemia over a period even as long as twenty years previous to the advent of the growth. After the growth has

New & Exciting Products...

▶ **ELECTRIC “C” CAPSULES**

Now you and your family can enjoy Avena's Electric C — our brilliant proprietary formula “true Vitamin C complex”, complete with naturally occurring bioflavonoids, electrolytes, tyrosinase, zinc, potassium, K factors and P factors — in vegan capsules!

180 – 838 mg Capsules — \$59.95

▶ **EXTRA VIRGIN COCONUT OIL**

IN STOCK & READY TO SHIP: Truly 100% raw and unrefined, Avena's Coconut Oil is cold-pressed from fresh organic coconuts within one to two hours from opening the mature coconut—thanks to our advanced Direct Micro Expelling™ technique. Taste the difference quality makes!

16 oz — \$19.95

▶ **VEGAN TOCO® NOW AVAILABLE:**

Avena's Toco® is now 100% vegan! This new and improved formula replaces the micro-filtered whey with pea protein... same great taste, dynamic amino-acid whole-food complex formulated for the promotion of energy, health & vitality @ the same great price!

20 oz — \$90.00

9.5 oz — \$48.00

▶ **LIQUID STABILIZED OXYGEN COMING SOON:**

another dynamic product highly recommended by our formulator Michael O'Brien. Life-giving oxygen! >> **Read more Page 18**



CONFERENCE CALLS UPDATE...
 Good news!!! Our management has decided to continue our Corporate Conference Calls for another 3 months. To date, our average users has been approximately 50 per call. We'll continue to monitor response, and as long as there is sufficient participation, we will continue!

Please add to your Avena Calendar:
 ► Monday, April 16 @ 7:00pm MST
 ► Monday, May 14 @ 7:00pm MST
 ► Monday, June 18 @ 7:00pm MST

NOTE NEW PHONE NUMBER for the Skype Network: (605) 475-8500
 Visit our website for more info.

come these toxic manifestations disappear completely or nearly so. After a surgical removal of the growth they return.” Here again, this proves that unless the cause is permanently removed, the condition will remain within the body in one form or another. Spelling out some of the symptoms, it goes on to say “Since these symptoms, which occur in nearly ninety percent of my cases, let up entirely or in large part with development of the growth, its detoxicating function is evident”... “The cancer cells absorb and hold the stimulus-toxin in combination without changing its chemical identity for the most part. That is, they store it.”

Reading this, Michael quickly began to understand that if he could eliminate the toxins, his body would not require the protective growth (or tumor); therefore the growth would disappear. He understood that his body could repair itself if he could take his body out of survival mode, and allow it to go into healing mode. Michael did not have the products that he’s made available for us today, but he recognized that his body needed “the workers” - enzymes and friendly bacteria. He searched the world over for the best enzymes (nothing close to what he’s made available for us), but while eating only fresh and raw foods

and continuing to practice the truths he discovered, Michael did what he had to do to have victory over cancer!

Even more evidence that supports the case of toxemias is a study entitled “Evidence for intestinal toxemia-An inescapable clinical phenomenon”. It’s a compilation of over 165 medical journals, including the Journal of the American Medical Association. People’s Hospital in New York stated after a 25-year study of over 5,000 cases that “Every physician should realize the intestinal toxemia’s are the most important primary and contributing causes of many disorders and disease of the human body.” Dr. H.H. Broeker in 1928, went so far as to say, “It is now universally conceded that

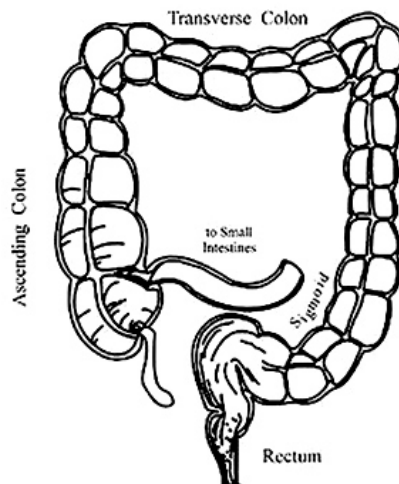
autointoxication is the underlying cause of an exceptionally large group of symptom complexes. Intestinal toxemia is a process resulting from a certain type of diet or from intestinal obstruction.”

This well-documented study addresses “Nature and Action of Chemicals Produced by Proteolytic Bacteria”, and lists six mega-toxins as follows:

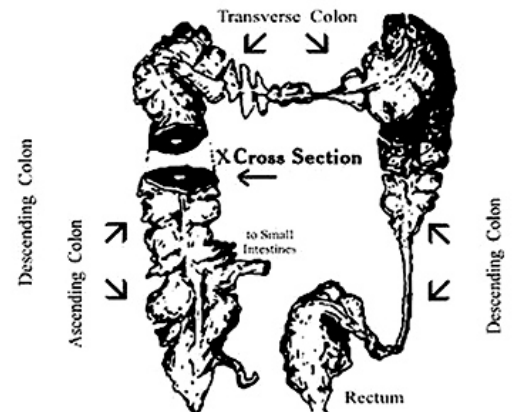
“Indole is formed from *tryptophan by proteolytic bacteria and is known to be toxic from results of experiments on animals and man.”

‘Phenol (carbolic acid) is formed from *tyrosine in the process of putrefaction. It is so extremely poisonous that it is used as an antimicrobial agent.”

Healthy Colon



Unhealthy Colon



It shouldn't be a matter of curing the disease, but rather removing the toxins before they CAUSE disease!



“Skatole is formed from bacterial action on *tryptophan. It is regarded as a toxic substance causing depression of the circulation and of the central nervous system.”

“Putrescine & Cadaverine formed from putrefaction of *tryptophan, and can lower or raise blood pressure.”

“Histamine is the most harmful decomposition product of *tryptophan and is well known. Poisoning with this compound can produce headache, head congestion, nervous depression, cardiac arrhythmia, fall of blood pressure, nausea and collapse.”

“Tyramine is a putrefactive product of *tyrosine. It is structurally similar to epinephrine and can raise the blood pressure.”

* — one of the nine essential amino-acids

This 25-year study evidences how amino-acids (or proteins), when improperly digested once in the bowel are transformed by bad bacteria into mega-toxins. Some of these mega-toxins are so extremely poisonous that they are used as antimicrobial agents. These mega-toxins are proven to cause a whole host of dis-eases, ranging from headache, cardiac arrhythmia, to lower or raised blood pressure, and even cancer.

Under the heading of Symptoms, this same study states “Information on symptoms arising primarily from intestinal toxemia could fill volumes. Not only have books been written, but literally thousands of articles in many languages have been published in the scientific literature on this topic. Obviously, an exhaustive discussion here is an impossibility.”... “Generally, intestinal toxemia manifests as one or more of the following: fatigue, nervousness, gastrointestinal conditions, impaired nutrition, skin manifestations, endocrine disturbances, neurocirculatory abnormalities and headaches. Arthritis, sciatica and low back pain; allergy, asthma; eye, ear, nose and throat disease; cardiac irregularities; pathological changes in the breasts; all these conditions have responded to therapy directed at a toxemic state in the intestine.”

“Drs. Satterlee and Eldridge, in a paper read to the annual session of the American Medical Association in 1917, reported experience with 518 cases of “mental symptoms” including “mental sluggishness, dullness and stupidity; loss of concentration and/or memory; mental incoordination, irritability, lack of confidence, excessive and useless worry, exaggerated introspection, hypochondriasis and phobias, depression and melancholy, obsessions and delusions, hallucinations, suicidal tendencies, delirium, and stupor. Their success in eliminating these symptoms by surgically relieving intestinal toxemia is truly remarkable in the light of today’s commonly-held beliefs. In the discussion, following the presentation of the doctors’ paper, other physicians stated that they shared in this experience.” Yes, surgical intervention is extreme. Fortunately there are much simpler, and safer alternatives, such as Avena’s Herb Cocktail, H/C Plus and Para-Cleanse.

APRIL SPECIALS!



Para-Cleanse
325 Caps—Reg: \$45.00
Sale: \$38.50



H/C Plus
325 Caps—Reg: \$45.00
Sale: \$38.50



Impressive NEW Pump Dispenser for Avena's Body Splash!

We've just launched a new dispenser for our already popular Body Splash Spray. Our new dispenser is impressive, sleek and attractive! The fine-misting pump makes application effortless, spraying the perfect mist.

After removing the protective cap, easily screw off the spray applicator, making it convenient to refill your dispenser with Avena's Body Splash 500 ml refill bottle.

Plus, with this high-end dispenser, you also get an extra 25 ml for FREE! An added bonus. That's right, same great product, impressive new look – at the same great price. Our commitment to offering you our quality products at the best possible price!

Yet another fascinating paper is entitled "Death Begins in the Colon!" written by the British Medical Association. It states "Nature's protective mechanism, which was designed for occasional use only, is being forced to work continuously day after day, year after year, with no rest and no chance to eliminate the mucus that is being laid down faster than it can be eliminated. Layer upon layer, like the rings of a tree. This can become so severe that there is almost no opening left for the waste to pass through the colon at all."

Continuing further, this paper states "It has been said that traces of our very first meal on earth can still be found in our colon. While that may be an exaggeration, it is known that rotting food and decaying fecal matter can be found in the colon that is at least five years old. It lodges in the accumulated mucus and just rots. Wrong diet, stress, and constipation just make matters worse. When we turn our sewage systems into a cesspool, it's no wonder we don't feel well..." "The first thing any doctor or practitioner should ask a patient is "how regular are you?" Too many of them say that having a bowel movement once every two days is alright. Well, it is not....."

Now, you have a choice. You can take this evidence, and start to apply it to your life, empowering yourself to be the best you can be, enjoying vibrant health and vitality. Or, you can choose to do nothing. That is the beauty of this journey... Health is all about the choices you make. Only you are responsible for your quality of life, and your length of life. Nature designed our bodies to be self-healing, and self-preserving—the rest is up to us! Our body's first priority is survival. Its second priority is healing. But, only if there is sufficient nutrition left at the end of the day, will the body work on healing.

MAY SPECIALS!



Body Splash

165 ml—Reg: \$19.95 **Sale: \$16.50**

Body Splash

500 ml—Reg: \$49.95 **Sale: \$45.00**

Essentia Shampoo

500 ml—Reg: \$13.50 **Sale: \$11.50**

Essentia Conditioner

500 ml—Reg: \$13.50 **Sale: \$11.50**

Essentia Body Wash

500 ml—Reg: \$13.50 **Sale: \$11.50**





So, what are we to do? As Thomas Edison stated, “The doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet and the cause and prevention of disease.” According to Jullian Whitaker, M.D., “There is almost no medical condition today that cannot be improved or even reversed if you know how to trigger to body’s tremendous power to heal itself.”

When you improve any part of your body, you improve every part of your body, because there is not a part of your body that is not connected to every other part of your body. Just as you have nerves running from your spine that connect to every part of your body, your colon (or large intestine) is connected to every other part of your body. Based on the preceding medical reports, and knowing that due to insufficient digestion and elimination, “we turn our sewage system into a cesspool” (as one medical doctor put it), the overall condition and health of our bowel should be our first priority.

While our digestive system is the first line of defense against illness, it is often the most ignored, that is until there is a problem. Intestinal toxemia (linked to nearly every degenerative condition) is caused by the body’s inability to rid itself of accumulated toxins. Allowing toxins to remain in the body for extended periods of time, they eventually begin to affect nearly all bodily functions. Thus, the power of Avena’s simplified approach of “Clean The Body — Feed The Body” — it’s the KEY to good health!

A simplified approach to building a strong and healthy body:

1. Help the body to remove excess toxins with the ultimate detoxifier, Avena’s Herb Cocktail. Taken twice daily on an empty stomach (one hour before or after food), Herb Cocktail helps the body to eliminate harmful toxins and encourages peristalsis action, while it gently strengthens, tones and renews the intestinal wall.
2. Ensure proper digestion takes place, with better eating habits, such as chewing your food well, eating slowly, and not skipping meals. Supplement each meal with 2 to 5 capsules of Avena’s Multi-Enzymes to ensure digestion takes place, especially if cooked foods are part of the meal. Remember, you are not what you eat, but rather, what you absorb!
3. Promote friendly bacterial action with Avena’s Friendly Flora. This powerful patented probiotic blend breaks down putrefactive mega-toxins, and as it colonizes, acts as continual prevention through proteolytic means. Taken only on an empty stomach, ideally twice daily (one hour before or after food). Best taken immediately before bed, and prior to your first meal. This unique probiotic blend is one of the most powerful combinations available on the market today, and has been classified as a “novel” strain, proven to survive and be maintained in the human gastrointestinal system.
4. Provide your body with absorbable proteins, such as Avena’s Tocotrienol Complex. Complete with 20 amino acids, Toco provides the building blocks your body requires (amino acids or proteins), in a form that your body can easily digest. Thus, eliminating the “auto-intoxication effect”, or formation of putrefactive mega-toxins within the body. This whole-food supplement formulated for balanced nutrition, also provides highly concentrated antioxidant vitamins and pro-oxidant nutrients. A powerful whole-food for re-building and nourishing the body!
5. Increase the amount of fresh, raw foods in your diet — “eat to live”, rather than “live to eat”.

Any additional whole-food supplementation is an added bonus—because you care about the quality of your life!

DID YOU KNOW...

bad breath, or halitosis is a sign of an extremely toxic bowel?

When a person suffers from bad breath, this is simply nature’s way of saying “you have a toxic bowel condition that needs to be taken care of”! Rather than just

covering up the symptom of bad

breath with candy or gum, go

after the cause, using Avena’s

Herb Cocktail twice daily on an

empty stomach. Unplugging and

cleaning out the body’s sewage

system so there is no more

backing up of toxins and toxic

vapors from the bowel will not

only eliminate bad breath, but

also offensive body odor. Our

body should be sweet smelling.

Body odor, including bad breath

is the body’s way of saying

“HELP!, we need taking care of!”

INTERESTING FACT... Early

African males made sure that they

had a bowel movement before

hunting. They knew it would

make it more difficult for wild

animals to pick up their scent.



**Winner of Avena's
\$300 free SUPER FOODS
for the most entries...**

CONGRATULATIONS to Melinda Scheper, of Steinbach, Manitoba, who submitted an impressive 14 recipes – winning the prize for the most qualifying recipes in our Raw Super Foods Recipe Challenge!

Please take a moment to check out our awesome online collection of raw recipes at Avena's website – thanks to all our participating members for your contribution!

AVENA'S RAW SUPER FOODS RECIPE CHALLENGE UPDATE

An impressive 62 qualifying entries were submitted to Avena's Raw Super Foods Recipe Challenge! Of these qualifying recipes, 30 qualifiers were selected by our suppliers of our super foods and their partners. With over 70 years of combined experience in the raw and living foods lifestyle, we appreciate their contribution and expertise in making the initial selection of qualifiers on our behalf — thanks for your assistance!

On February 5, 2007, our initial round of online voted began, generating a total of 2,782 votes for 30 recipes. From these votes, 8 semi-finalists advanced to our second round of online voting. Note: to keep the contest fair and competitive, only one recipe per household advanced into the semi-finalist round of online voting, thus there were only 8 semi-finalists, opposed to 9. Each semi-finalist won an autographed copy of Ron Garner's new and expanded book, Conscious Health.

Based on the results of our first round of online voting, our semi-finalists, were announced on February 20, and are as follows:

IN THE CATEGORY OF CACAO:

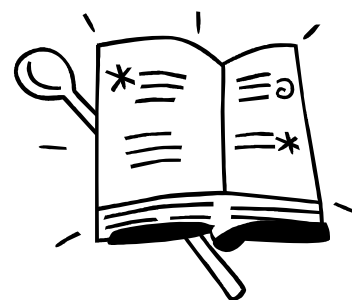
- ▶ It's Gonna Be A Good Morning Cacao Shake by Melinda Scheper, Steinbach, MB
- ▶ Raw Eatmore Bars by Rebekah McDonald, Red Deer, AB
- ▶ Sensory Overload by Heather McKenzie, Onoway, AB

IN THE CATEGORY OF GOJI BERRIES:

- ▶ Goji Slaw by Diane McRorie, Winnipeg, MB
- ▶ Happy Berry Smoothie by Lauri Germain, Edmonton, AB

IN THE CATEGORY OF CACAO & GOJI BERRIES COMBINED:

- ▶ Go Go Goji & Raw Chocolate Fruit & Nut Bars by Deborah Gerylo, Dugald, MB
- ▶ Goey Goji Clusters by Amanda Waldner, Kelowna, BC
- ▶ Luscious Berry Smoothie by Bev Klatt, Oliver, BC



Our second and final round of online voting started on February 20, and generated a total of 1,787 votes for 8 recipes (that's an average of 223 votes per recipe)! With the second round of online voting, competition became even more intense, with the prize of a Champion Juicer, a complete 4-part set of the Boutenko Family books, and a copy of Rainbow Green Live-Food Cuisine by Dr. Gabriel Cousens—a package valued at \$337.80 for each of our three finalists! Congratulations!!!

(reminder, all prizes are awarded at the end of this contest)



Our finalists, announced on March 5, 2007 are as follows:

- ▶ Cacao—Raw Eatmore Bars by Rebekah McDonald, Red Deer, AB
- ▶ Goji Berries—Goji Slaw by Diane McRorie, Winnipeg, MB
- ▶ Cacao & Goji—Luscious Berry Smoothie by Bev Klatt, Oliver, BC

These three finalist recipes will now be sent for judging, and our Grand-Prize Winner will be announced soon! Stay tuned to Avena's website and our future Summer Edition newsletter for the announcement.

Avena Originals would like to thank our members and all invited guests for participating in our online voting. We believe that our members will benefit from these fantastic recipes, and also the multiple opportunities this contest presented for our members to network and connect with new and old acquaintances — extending excellence in Health & Vitality with Avena Originals!

As this contest draws to a close, Avena Originals would like to sincerely thank all of our participating members. We appreciate the time and energy you devoted to this challenge. The most amazing part of this contest for us was sharing the excitement with you as you submitted your recipes—many of you discovering skills in raw and living foods preparation you never knew you had! Congratulations to you all!!!

And finally, we'd like to acknowledge our corporate sponsors for their contributions. Without them, this contest would not have been possible! Please take a minute to visit our corporate sponsors by clicking on the following link:

<http://www.avenaoriginals.com/rawrecipechallenge/sponsors.asp>



***Taste the
Difference
Quality Makes
with Avena's
Extra-Virgin
Coconut Oil!***

Truly 100% Raw & Unrefined Extra Virgin COCONUT OIL Did You Know...?

Coconut oil is nature's richest source of medium-chain fatty acids, prized for easy digestion and quick conversion into energy. With less calories than any other fat source, coconut oil is known to stimulate metabolism and accelerate weight loss when necessary. Documented health benefits include accelerated healing, improved immune function, and restored thyroid function. Coconut oil is "Heart-Healthy", is free from trans-fats, and is known to reduce cholesterol.

Suggested Usage: Coconut oil brings the tropics to your smoothies, is delicious in juices, adds amazing flavour in salad dressings, or enjoy by the spoonful as is.

Coconut oil is one of the only oils that resists heat-induced damage, making it safe to fry, stir-fry, sauté or bake with.

***NOW AVAILABLE
from Avena Originals
Only \$19.95 (480 ml / 16 oz. container)***

CORRECTION NOTE: We're in the process of reprinting our Coconut Oil label... re-designing labels for our entire product has been a bigger job than imagined. And unfortunately, a few errors occurred on our first printing of this label: the product size was missing, refined was a typo replaced with "unrefined", and within two to three hours has been replaced by "one to two hours". These new labels should be rolling off the press real soon, but in the interim, please take note of these revisions. Thank you for your understanding.



LOOKING FOR WAYS TO HAVE YOUR AVENA PRODUCTS PAY FOR THEMSELVES?

Imagine receiving all of your Avena Originals products for FREE?!
Yes, that's right, free!!!

The opportunity to improve your quality of health, learning to enjoy "life without disease", while having your products pay for themselves is real, and very attainable.

How? Simply share the "good news" with your loved ones. After all, don't your family and friends deserve to know the truth... truth that can set them free from debilitating diseases, forever changing their quality of life?!

At Avena Originals, our Group Volume Rebate Program is fair, easy to understand, and truly rewards people for their efforts. In fact, what makes it so unique is that everyone has an equal opportunity to succeed with our program!

To achieve results, all it takes is to simply understand the power of our products. Really, all you need is a desire to help others, giving people new found hope in a world filled with disease. Simply share our message with those you love and care for, extending excellence in Health & Vitality with Avena Originals!

And we'll do the rest!!!
No fuss, no inventory, no paperwork.
Honestly, do your homework... it just doesn't get any better than this!

Introducing our 3 SEMI-FINALIST RECIPES!!!

Cacao Category — Raw Eatmore Bars

by Rebekah McDonald — Avena Member, Red Deer, AB



- 1 cup cacao powder (Avena's nibs finely ground)
- 3/4 cup raw carob powder
- 1/2 cup coconut oil
- 1 cup raw agave
- 1/2 cup macadamia nuts

Combine all ingredients in a VitaMix or high speed blender, and blend until smooth.

Pour mixture into a rectangular baking dish and add 2 cups of your favorite chopped nuts. We love a mixture of hazelnuts, walnuts and macadamia nuts (presoaked of course). Spread the mixture evenly in the pan and place into the freezer for those "I really need some good chocolate!" moments.

Goji Berry Category — Goji Slaw

by Diane McRorie — Avena Member, Winnipeg, MB

Colorful! Tasty! Fresh!



- 1/2 head of green cabbage
- 1/2 head of purple cabbage
- 1/2 head of cauliflower
- 3 - 4 carrots
- 3 stalks celery
- 1 onion
- 1/8 c. hemp oil
- 1/8 c. olive oil
- 1/4 c. apple cider vinegar
- 1 t. onion powder
- 1 T. agave
- 1 t. mustard seed powder
- 1 T. Celtic sea salt

Process the first 6 ingredients (in stages) using the "s" blade on the food processor. Place in large bowl. Shake together the oil, spices, agave, salt & vinegar in a jar (double up the dressing if you prefer it juicier). Pour over the slaw mixture and toss. Plate the coleslaw and top with a handful of goji berries!



Cacao & Goji — Luscious Berry Smoothie

by Bev Klatt — Avena Member, Oliver, BC



- 1 cup Orange juice
- 1/3 cup Avena Goji Berries
- 1 tbsp Avena Raw Chocolate Ground
- 12 drops Avena Oxy-dyne
- 1 tbsp Avena Enzyme powder
- 6 tbsp Avena Toco
- 1 tbsp Avena Super food
- 1 tbsp Avena Hemp oil
- 1 cup frozen Blackberries
- 1 cup frozen Blueberries
- 1 cup frozen Strawberries
- 1 cup frozen Raspberries

Place orange juice, Avena products, frozen berries into your blender or smoothie maker. Blend on slow and then on high. The mixture will be thick. To thin, add more juice. Use organic, fresh or frozen fruits when possible. Great smoothie to start the day.

Looking for INCREASED ENERGY with raw & living foods?

Join the “Green Smoothie Revolution”. It’s taking the planet by storm... For those who have discovered this amazing phenomenon, greens have almost become a new food group. And contrary to popular belief, greens are an excellent source of protein, and they’re plentiful. Just look around, green is all around us! Is nature trying to tell us something?

FASCINATING FACT: Gram for gram, kale has fourteen times more iron than red meat. And spinach, approximately eleven times the iron of ground beef. Strawberries, bell peppers, cabbage and cucumbers all have more iron per weight than ground beef or sirloin steak. Plus, researchers have discovered that vitamin C, high in fruits and vegetables, significantly enhances the body’s ability to assimilate iron. *(facts from the book Conscious Eating, by Dr. Gabriel Cousens).*

That is awesome news, and all the more reason to love green smoothies. More smoothie please! ☺

What makes Avena Originals Original?

Here at Avena, we look far past the quality of our ingredients!

We take several factors into consideration that no other company is willing to do.

We formulate around nature, and maintain nature’s nutrient ratios.

Electrical formulation ensures that the molecular bonds between nutrients are preserved from the original source.

Plus, we also keep a considerably lower inventory than most companies, allowing for a very fast turnover, ensuring the freshest product!

Citrus Sunrise GREEN Smoothie

by Charlene Wieler (aka KiWiGiRl)

Raw Food Lifestyle Specialist @ Avena Originals

A fabulously refreshing smoothie — our new fav!



Enjoy the refreshing flavors of citrus, combined with nature’s bounty — GREENS!

In a blender, combine:

- 2 cups pure water
 - 2 handfuls greens (kale, spinach, etc.)
- Blend until well mixed.

Add:

- 2 - 4 frozen ripe bananas
 - 1 1/2 cups frozen strawberries
 - 2/3 cups fresh squeezed orange juice
 - 4 Tbsp. fresh squeezed lemon juice
 - 3 Tbsp. raw agave nectar
- Blend until fruit is pureed.

Add:

- 3 Tbsp. Toco
 - 1 Tbsp. Avena’s hemp or coconut oil
- Blend, serve and enjoy the NRG!



COMMON NATURAL HEALTH & HEALING MYTHS

Myth #1 — Supplementing with enzymes will cause my body to stop producing them.

Actually, the body requires enzymes in order to produce its own metabolic enzymes (either in plant form, from eating plenty of organic raw and living foods, or from high-grade plant-based enzymes in supplemental form). If this “old-school” myth were true, eating high quantities of enzyme-rich fruits and vegetables would also interfere with the body’s production, and that just doesn’t line up with nature. Most importantly, we need to understand that the body’s enzymes were never intended for digestion—that’s why God put enzymes in food. When you continue to drain your body’s enzyme reserves, you’re calling on the body’s own defense mechanism, and are actually lowering your body’s resistance to disease. Relying on endogenous (produced in the body) enzymes for digestion is dangerous because you are then re-assigning those enzymes to a task other than what the body had originally intended them for. Remember... enzymes are “the sparks of life”!

Myth #2 — Probiotics are destroyed by stomach acid.

Yes, this is the case with many probiotics on the market. However, the patent on our proprietary formula is proof that Avena’s Friendly Flora survives the gastro-intestinal system, and can be maintained in a human gastrointestinal system. Furthermore, the two strains in our Friendly Flora are the two most powerful strains available on the market today. Of over a thousand different strains analyzed, Lactobacillus was found to be the most “ideal health promoting probiotic”. And the second strain in our formula, L. Plantarum OM is what makes our unique patented probiotic blend the powerful combination that it is! Novel in comparison with other Lactobacillus because this is the only strain found to be proteolytic, meaning the OM probiotics are very active on putrefactive proteins, as well as the by-products of protein putrefaction. This proteolytic characteristic allows the good bacteria to breakdown undigested proteins, thereby increasing the body’s absorption of nutrients, while destroying putrefactive mega toxins. Avena’s Friendly Flora are so prolific in nearly every environment, they double their population of viable organisms every 20 minutes. This equals substantial savings to the cost-conscious consumer. In fact, most consumers will notice a 30 to 50% savings by using our probiotic blend. Avena’s Friendly Flora marks new levels of achievement in probiotic supplementation.

Want to reach people all over the world?

Consider a Virtual Store Front with Avena Originals. It’s easy to use, and only takes minutes for you to personalize it!

www.yourname.com could take your referrals and anyone searching for better health direct to your personalized Avena webpage.

Then let us take care of the rest for you. Our system will track everyone you refer to your storefront, ensuring that you receive proper credit from their purchases. It’s that simple!

For more info, email info@avenaoriginals.ca



Looking to GROW Your Avena Organization?

Consider hosting a Raw Super Foods Party. Or host a “Reclaim Your Health” house party and/or lecture — empowering your family, friends, neighbors and business associates with information that will forever change their lives.

Contact Avena Originals for details.



AVENA STAFF UPDATES:

A few announcements:

Melissa Krutzfeldt is on maternity leave, awaiting the arrival of her healthy baby.

Faye Jamieson has retired, and is now enjoying a much-deserved retirement.

Gwen Forbes has joined Avena Originals on staff in Faye’s position.

We wish Faye and Melissa all the best as they venture into new chapters of their lives. Thanks for your years of dedication, and the contributions you’ve made to Avena Originals!

We’d like to officially welcome Gwen to our team. Gwen has a passion for health and fitness, and is a welcome addition to our team of qualified health consultants. When you have the opportunity, please join us in welcoming Gwen to Avena Originals!

Myth #3 — Soy is a wonderful food?

Contrary to popular belief, hundreds of clinical and laboratory studies link soy to malnutrition, digestive problems, thyroid dysfunction, cognitive decline, reproductive disorders, immune system breakdown, even heart disease and cancer. The USA’s FDA ignored two of their own expert research scientists, Daniel Sheehan, PhD, and Daniel Doerge, PhD, who expressed serious concerns regarding the perceived safe use of soy, if soy was to be granted a “health claim”. In their letter of protest, they said, “...it is inappropriate to allow a health claim for SPI...it could be misinterpreted...the health labeling of SPI for foods needs to be considered just as would the addition of any “Estrogen” or “Goitrogen” to foods, which are bad ideas. Estrogen and goitrogenic drugs are regulated by the FDA, and are taken under a physician’s care. Patients are informed of risks, and are monitored by their physicians for evidence of toxicity. No similar safeguards are in place for foods, so the public will be put at potential risk from isoflavones in SPI without adequate warning or information”. Interesting Fact: Vegetable oil is no longer vegetable oil, it is soy, canola or both.

Taken from the brochure “Soy The Miracle Food, Or Pandora’s Box? Compiled by Health Action Network Society. Request a copy today from Avena Originals.

Or for more detailed information, purchase the book “The Whole Soy Story” by Kaayla T. Daniel, PhD, CCN — available from Avena Originals.



JUNE SPECIALS!

All-Inclusive Multi Enzyme Blend

500 Capsules—Reg: \$115.00

Sale: \$100.00

All-Inclusive Multi Enzyme Blend

284 g Powder—Reg: \$115.00

Sale: \$100.00



Individually Cultured Enzymes:

Amylase, Cellulase, Lipase, Protease

100 Caps—Reg: \$32.50

Sale: \$26.50



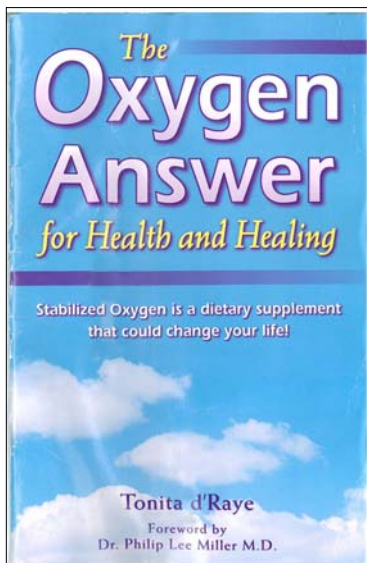
NEW PRODUCT — Coming SOON to Avena Originals! Stabilized Oxygen

We can survive for a few days without water, and a few weeks without food, but only for a few minutes without oxygen. In fact, all of our bodily functions are regulated by oxygen, and it must be replaced on a moment-to-moment basis because 90% of our life energy depends on it.

When we consume stabilized oxygen, we are taking it in the same form as our body uses, so it is available for immediate absorption into our bloodstream. With this Stabilized Oxygen supplement of the highest quality and integrity, you can effortlessly provide your body with an abundance of life-giving oxygen. Once absorbed into the bloodstream, its transported by the hemoglobin on a journey to the billions of cells in the body, super-oxygenating them along the way! When our cells are energized with stabilized oxygen, we are able to assimilate and use more amino acids, minerals and other nutrients from natural food sources and dietary supplements.

We know that cancer, heart and lung disease, and common infections all stem from a critical deficit of oxygen. Finding a convenient way to supplement, such as Avena's new "Stabilized Oxygen" formula, we can see positive changes in our health and vitality, including increased protection from illness, and life-threatening diseases. Our immune systems are strengthened. We are able to fight off and rapidly eliminate toxic invaders such as bacteria, viruses, fungi and parasites. When oxygen purifies our blood streams, we can effectively oxidize and flush out harmful waste, toxins and gasses. The extra oxygen also helps to promote quicker recovery from strenuous exercise, injury and stress. Once we have all the oxygen we need, our energy level dramatically increases. We are calmer, we think more clearly, our ability to concentrate is heightened, and we feel more alert.

Stabilized oxygen is a dietary supplement that can supply additional oxygen to our body just as foods we assimilate that contain vitamins. Can we take in too much oxygen in supplemental form? The answer is no. Our bodies require tremendous amounts of oxygen to function, and in all probability, we could never get too much oxygen, no matter what we do. The more realistic concern is, can we get enough oxygen from our environment in order to promote and maintain optimum health?



NEW BOOK:

The Oxygen Answer for Health and Healing by Tonita d'Raye
Available from Avena Originals for \$4.50 CDN (24 page booklet)

From the Back Cover Text:

Oxygen is the source of life energy to all cells in the body. Decreased oxygen in the environment, polluted air, poor food choices, lack of exercise, stress, and shallow breathing are among factors that contribute to a chronic lack of oxygen in our cells. When our body is oxygen deficient, vital nutrients from food and nutritional supplements cannot be metabolized effectively, and toxins and pollutants cannot be properly oxidized and eliminated.

Empirical scientific evidence proves that oxygen deficiency is linked to a vast variety of-if not all-health problems and disease. Stabilized oxygen is a dietary supplement that can supply additional oxygen to our body.

Within a short time, you may notice the benefits, including increased energy and stamina, strengthened immunity, improved digestion and respiration, clearer thinking and reduced mental fatigue.

Experience what a difference increased oxygen can do for you! Stabilized oxygen could significantly improve the quality of your life!

**This "Twenty Minute Read
Could Change Your Life!"**



Avena Member Spotlight

Avena Originals would like to take this opportunity to highlight some of our members, and their achievements. Their efforts and dedication to vibrant living is inspiring:

Health and Strength by **Melissa Germain**

Melissa's fitness efforts took her from 181 pounds, down to 127 pounds naturally, using Avena Originals raw super foods and supplements. Visit her website to see her before and after photos:

www.healthandstrength.net

Simply Rawesome by **Amanda Waldner**

Amanda's website is dedicated to the raw and living foods lifestyle, with great-tasting easy-to-make recipes, her story of how she lost 59 pounds, and inspiring advice and details about her healing journey. Visit her website to read about her journey, and to see her before and after photos:

www.simplyrawesome.com

Thunder Bow Expeditions by **Kim Hartlin**

Kim Hartlin is a professional expedition river guide with over 30 years experience working in Canada, the United States, Nepal and India, specializing in guiding river trips in India. Because of his respect towards tribal people and their love towards the land, he has developed a deep attachment to nature and those who live in it. Guiding groups down some of the mightiest rivers in the world, pushing his body to the extreme, demands high stamina, incredible physical strength, and endurance—Kim fuels his body with Avena Originals line of products. He has completed six successful expeditions down the Great Brahmaputra River, an astonishing feat!

www.thunderbowexpeditions.com/avena.shtml

If you would like to have your information highlighted in our spotlight, please email your information to info@avenaoriginals.ca with Members Spotlight in the subject.

Putting Nature's Finest Into the Palm of Your Hand!



Avena's products are 100% natural, nothing added, nothing taken away! Giving you the full benefits of mother nature. We select only top ingredients, and make sure all of our products are Electrically Formulated®, giving you nature's finest in a bottle!



News & Views

To a healthier you



Avena Originals is trying to do everything possible to help preserve the environment. If you would prefer to receive this information via email only, please call us toll-free at 1-800-207-2239.

PLEASE RECYCLE



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Avena Originals – U.S. Warehouse

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Email: info@avenaoriginals.ca

Toll-Free Telephone: 1-800-207-2239

Local Telephone: (403) 314-2351

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Health is NOT a matter of CHANCE...
It's a matter of CHOICE!