

NEW



# NEW LOOK!

## SAME TRUSTED FORMULAS!

New Chapter® vitamins & supplements have a fresh new look, helping you find nutrition crafted just for you.

OLD



# MULTIVITAMINS FORMULATED FOR ABSORPTION

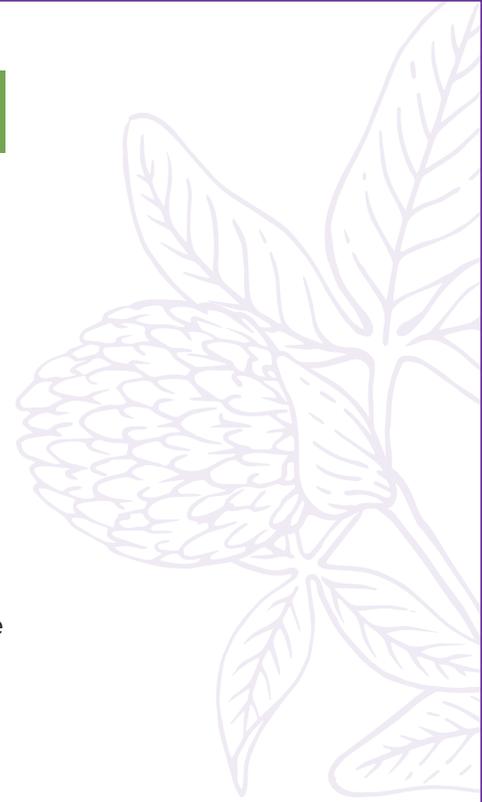
## Fermented Like No Other

New Chapter® multivitamins are naturally fermented and easily digestible for enhanced nutrient intake. Key vitamins and minerals are fermented with probiotics<sup>†</sup>—the healthy, beneficial, naturally occurring bacteria that every body requires for life. Taking fermented nutrients that your body can recognize as food helps you get the most out of your multivitamin. Plus, our multis are gentle on your stomach.

## Multivitamins that Multitask

Our convenient fermented multivitamins help in energy production, building strong bones, and stress support. Formulas include One Daily multivitamins for men and women under 40, over 40, and age 55+ (which has extra immune support and no Iron). Every multivitamin also includes fermented medicinal herbs such as organic Turmeric, Maca, and Red Clover.

† No live probiotics are in these products.



**Every Woman's One Daily Multivitamin**



**Every Man™'s One Daily Multivitamin**



**Every Woman's One Daily 40+ Multivitamin**



**Every Man™'s One Daily 40+ Multivitamin**



**Every Woman's One Daily 55+ Multivitamin**



**Every Man™'s One Daily 55+ Multivitamin**



**Perfect Prenatal™ Multivitamin**

Read the label and follow directions. These products may not be right for you. Certified Organic by Where Food Comes From Organic, Castle Rock, CO, USA

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## CAREFULLY CRAFTED FOR MOMS-TO-BE

### Ginger for Nausea During Pregnancy

Pregnant or planning to be? You can support your baby's building blocks for growth with Perfect Prenatal™ multivitamin—formulated with Folate (including Methylfolate, the most active form), Iron, Vitamin D3, and more. This nutrient-packed multi also includes a dose of Ginger to help reduce nausea related to pregnancy (aka morning sickness). Gentle on the stomach and made with organic veggies & herbs.

### Ocean-Friendly Prenatal Fish Oil

Formulated with only 100% sustainably sourced Wild Alaskan Salmon, these easy-to-swallow tiny softgels deliver highly absorbable good Omegas including EPA and DHA. These good fats support your baby's healthy brain and visual development during pregnancy. Our pure fish oil meets NSF mercury testing standards and comes from an Alaska Salmon fishery that has been independently certified as responsibly managed.



**Perfect Prenatal™  
Multivitamin**



**Wholemega™  
Prenatal Fish Oil**

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**NEW  
CHAPTER®**

# FERMENTED SINGLE VITAMINS & MINERALS

## Formulated for Absorption

New Chapter® vitamins and minerals, from B Vitamins to Zinc, are formulated for absorption with optimized levels of each high-quality nutrient. We ferment key nutrients with probiotics and whole foods (no live probiotics remain) to create formulas your body can recognize and absorb. Our one-daily fermented nutrients are gentle on the stomach.

## Made with Organic Vegetables & Herbs

These formulas connect you to Nature's healing power with targeted herbal blends that include superfoods like Maca, Turmeric, and Reishi mushroom. No artificial flavours or colours, no sweeteners, and no synthetic fillers.



**Immune Defence:  
Vitamin C + Elderberry**



**Fermented Iron Complex**



**Fermented Zinc Complex**



**Fermented Coenzyme  
B Complex**



**Fermented Vitamin B12  
(Bottle Only)**



**Fermented Vitamin B  
Complex (Bottle Only)**



**Fermented Vitamin C  
Complex (Bottle Only)**

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# FULL-SPECTRUM HERBALS

## Phytonutrients: Why We Love Herbs

Cultures from around the world have used herbs for countless therapeutic and culinary purposes. Herbs contain some of the most amazing natural compounds that we know! When it comes to medicinal herbs for health, there are different ways of unlocking an herb's unique profile of phytonutrients for our bodies' benefit. Some compounds are water soluble (like those in tea leaves), others are best extracted using ethanol (alcohol) or through purely mechanical methods (like filtering). New Chapter® selects the right processes to deliver that plant's active compounds.

## Pure & Concentrated Full-Spectrum Extracts

To deliver the full spectrum of compounds from an herb, which may include beneficial fats and oils, we also use supercritical CO<sub>2</sub> extraction. This gentle process uses natural carbon dioxide to extract delicate plant compounds, including beneficial oils. The method can also highly concentrate phytonutrients, so the constituents of the finest whole herbs can be delivered in just one or two capsules. Our herbal joint pain reliever Zyflamend™ is a great example of this approach, delivering 10 pure herbs in 1 concentrated formula.



Cinnamon Force™



Elderberry Force™



Organic Elderberry Gummies



Kids Organic Elderberry Gummies



Elderberry Syrup + Honey



Kids Elderberry Syrup + Honey



Ginger Force



Hair, Skin & Nails: Fermented Biotin & Beauty Herbs



Holy Basil Force



Turmeric Force™



Turmeric Force™ Nighttime



Prostate 5LX: Saw Palmetto Blend



Zyflamend™

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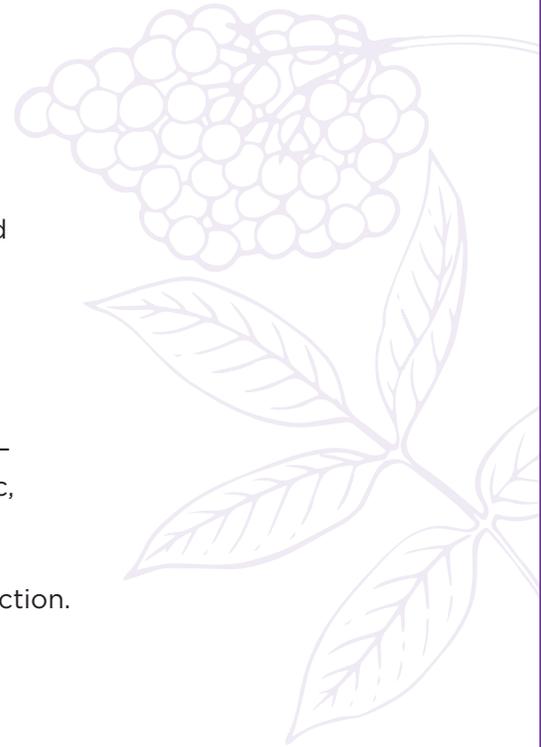
# POWER UP YOUR IMMUNE SYSTEM

## Understanding Immune Function

Your immune system is your body's first line of defence, and it's always working to protect you. Give your healthy immune response well-rounded support with revolutionary immune supplements from New Chapter®, formulated so you can really absorb the good stuff.

## Wisdom of Nature™

When it comes to bringing you Earth's perfect ingredients for immune function, New Chapter believes in the power of whole-food nourishment—from berry, mushroom, and herb. We're committed to seeking out organic, non-GMO sources whenever possible. We go to great lengths to find the perfect vitamins, minerals, superfoods, and herbs that, when sufficiently concentrated and intelligently blended, can promote healthy immune function.



**Immune Defence:  
Vitamin C + Elderberry**



**Elderberry Force™**



**Organic Elderberry Gummies**



**Kids Organic Elderberry  
Gummies**



**Elderberry Syrup + Honey**



**Kids Elderberry Syrup +  
Honey**



**Fermented Vitamin B  
Complex (Bottle Only)**



**Fermented Vitamin C  
(Bottle Only)**



**Fermented Zinc Complex**



**Immune Support: Reishi &  
Shiitake Mushroom Blend**

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# ORGANIC PLANT-BASED CALCIUM

## Calcium from Plants, Not Limestone

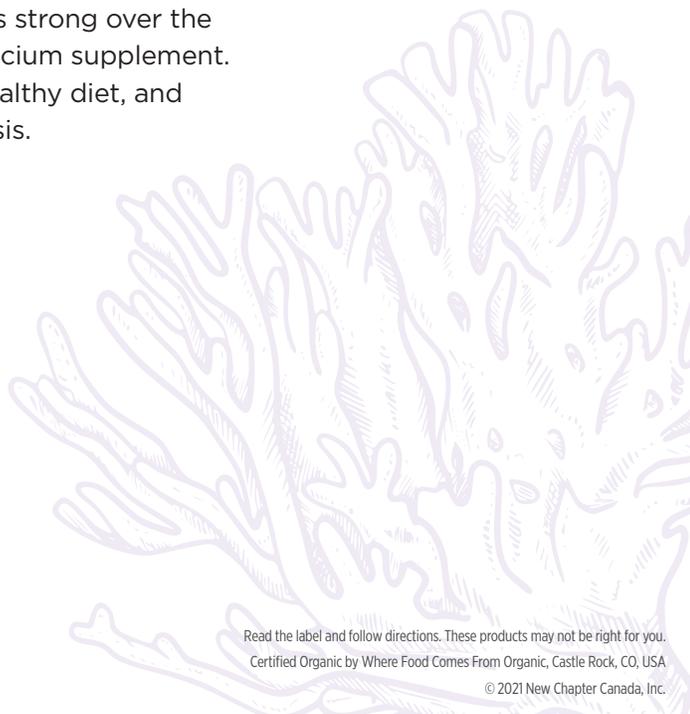
Our bodies understand and seek whole-food sources of nutrition. That's why New Chapter® formulated Bone Strength Take Care™ with a whole-food plant source that is rich in available calcium, along with magnesium and 70 other important trace minerals. Our plant-based calcium is sourced from certified organic Red Marine Algae sustainably harvested from the pristine coast of Iceland. Because calcium needs helper vitamins to do its job, our easy-to-swallow slim tablets also include Vitamin D3 to help in the proper absorption of calcium, and Vitamin K2 to help in the maintenance of bones.

## May Reduce the Risk of Osteoporosis

Both men and women begin to lose bone density every year starting in their mid-30s. This can lead to a condition called osteoporosis—characterized by thin, weak bones prone to fracture. So how to keep your bones strong over the years? Stay active, eat well, and take a carefully formulated calcium supplement. Calcium intake, when combined with sufficient Vitamin D, a healthy diet, and regular exercise, may reduce the risk of developing osteoporosis.



**Bone Strength Take Care™**



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**NEW  
CHAPTER®**

# SUSTAINABLE FISH OIL

## Healthier You, Healthier Oceans

To support heart health, cognitive health & brain function with ingredients you can feel good about, we're proud to offer a pure fish oil that is a whole-food alternative to the fractionated, high-heat purified oils on the market today. From the pristine waters of Alaska to you, Wholemega™ is made with 100% wild-caught salmon oil—delivering the whole profile of vital fatty acids and beneficial nutrients found naturally in Wild Alaskan Salmon. Our highly absorbable blend of good Omegas includes EPA and DHA, as well as Salmon's naturally occurring Vitamin D3 and Astaxanthin.

## Sustainably Sourced

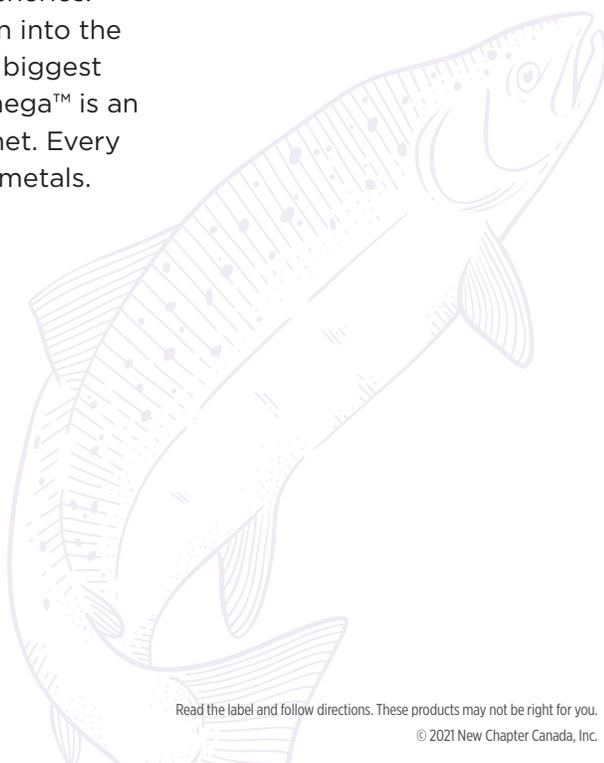
We use salmon sourced only from Certified Responsible Alaska Fisheries. In fact, sustainable salmon fishing is state law in Alaska and written into the state constitution. Why? Because overfishing is one of the world's biggest sustainability problems. We want you to rest assured that Wholemega™ is an ocean-friendly choice formulated to support both people and planet. Every batch meets strict testing standards for mercury and other heavy metals.



Wholemega™ Fish Oil



Wholemega™ Prenatal Fish Oil



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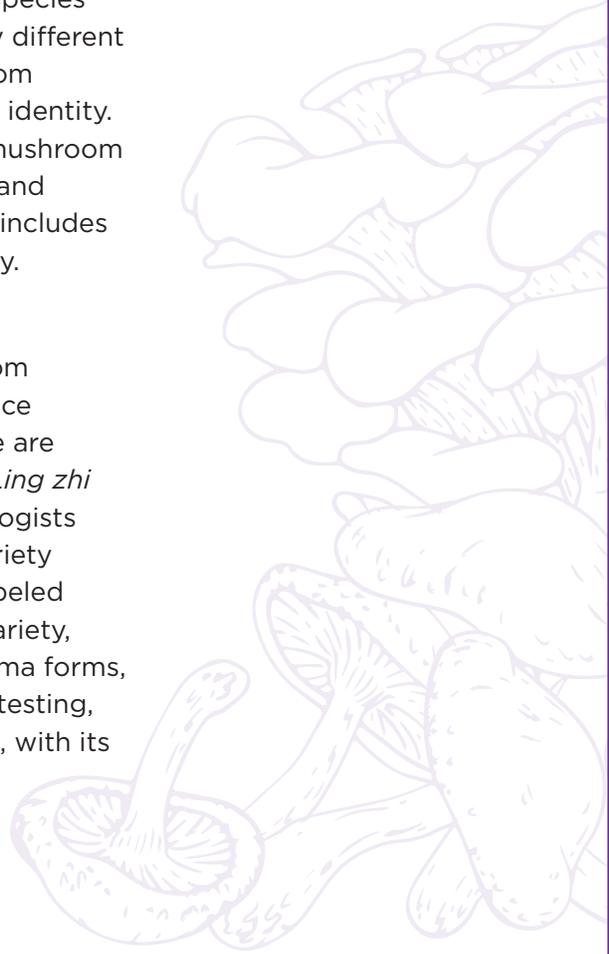
# DNA-VERIFIED MUSHROOMS

## Identity Assured Mushroom Strains

Mushrooms are notoriously tricky to identify. For every remarkable species with distinct benefits, there may be a look-alike that's fundamentally different at a genetic level. So, for as long as humans have been benefiting from medicinal mushrooms, we've relied on experts to verify their correct identity. In centuries past, people might rely on village wise-folk to confirm mushroom species. Today, New Chapter® uses advanced technologies to verify and guarantee that you're getting the exact mushroom you expect. This includes matching mushroom strains at the DNA level to confirm their identity.

## Search for the True Reishi

Reishi mushrooms are a useful case study for why we need mushroom ID technologies. Reishi mushroom identification shows the importance of precision. While Reishi is usually called *Ganoderma lucidum*, there are different varieties of Reishi lumped under this name. The authentic *Ling zhi* variety is a mainstay in the Chinese herbal tradition. Recently, mycologists (mushroom specialists) matched *Ling zhi* with a specific Chinese variety of *Ganoderma lucidum*. New Chapter tested samples of products labeled *G. lucidum* and found that some do deliver the renowned Chinese variety, including ours. But others are formulated with less studied *Ganoderma* forms, such as the North American or European types. Through DNA-level testing, we can confirm we deliver the true *Ling zhi* in our mushroom blends, with its studied benefits and long history of use.



Reishi Mushroom Blend



Lion's Mane Mushroom Blend



Immune Support: Reishi & Shiitake Mushroom Blend

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# PROBIOTICS WITH A PURPOSE

## Complete Systems of Flora + Herbs

Discover advanced gut health formulas that harness the power of clinically studied live probiotics PLUS beneficial whole herbs. Each New Chapter® probiotic includes signature blends of time-tested botanicals, from tummy-soothing Aloe to organic Green Coffee Bean to hormone-balancing Chaste Tree berry.

## Clinically Studied & DNA-Tested

Our probiotic supplements deliver clinically studied microorganisms in the appropriate colony forming unit (CFU) counts—the number of strains studied is the number we deliver. Plus, our strains are DNA-tested and identity assured. You can be sure you're getting the exact, high-quality strain for the researched benefit.



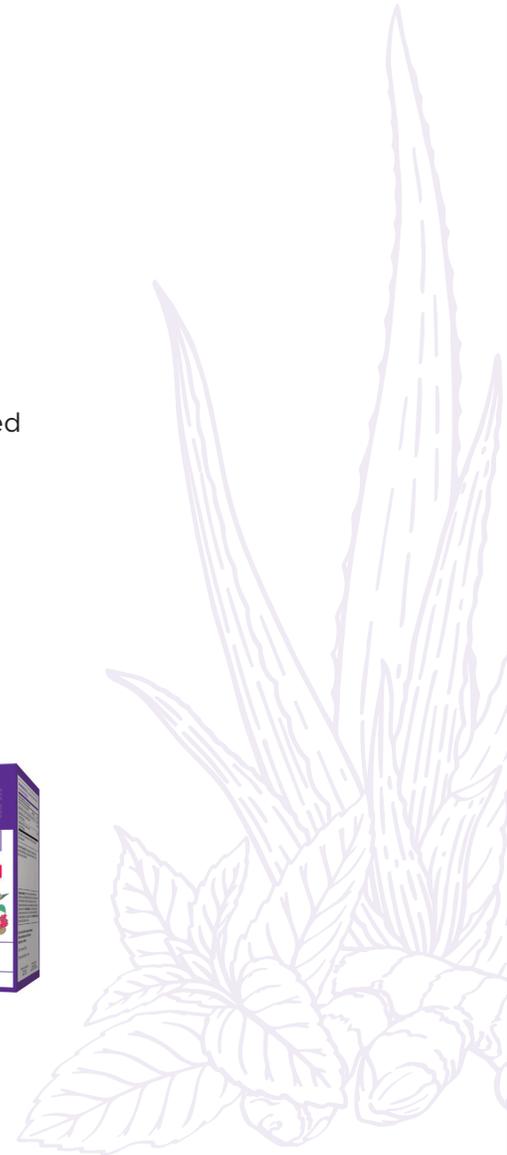
All-Flora™ Probiotic



Women's Daily Probiotic



Lean Probiotic



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CHAPTER®**

# MAGNESIUM FORMULATED FOR ABSORPTION

## 2.5x Better Absorption than the Leading Brand†

Our Magnesium tablets deliver a bioavailable form of this vital element that your body can use effectively. We include researched Magnesium bisglycinate that's bound with an amino acid so it can be recognized and absorbed by your body, with low risk of GI effects. Our formula is enhanced with the powerful herbal adaptogen Ashwagandha, a mainstay of Ayurvedic wellness.

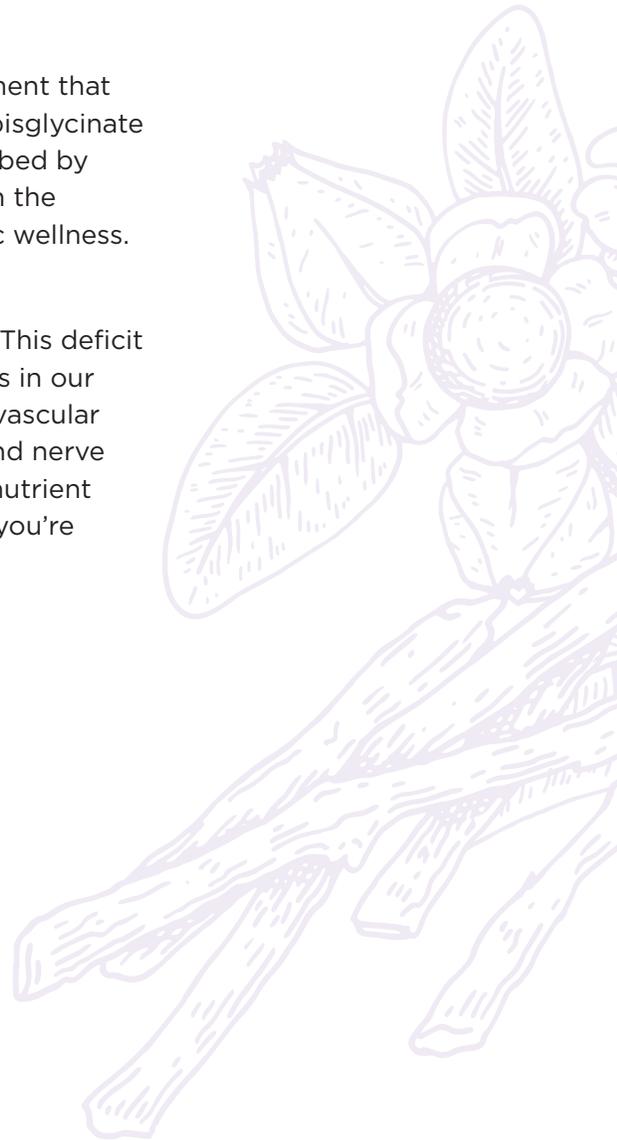
## Replenishing a Common Deficiency

Did you know many Canadians aren't getting enough Magnesium? This deficit is caused by poor nutrition from refined foods, decreasing nutrients in our soil, and the effects of stress. Magnesium plays a key role in cardiovascular health, blood sugar modulation, DNA repair, energy metabolism, and nerve transmission. Fortunately, supplements make it easy to boost this nutrient that's essential for over 300 functions in the body. Just make sure you're taking supplemental Magnesium in well-absorbed form.

† As shown in preclinical lab testing on buffered Magnesium bisglycinate.



**Magnesium + Ashwagandha  
Tablets**



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# PLANT PROTEIN & COLLAGEN POWDERS

## Plant Protein Unlocked™

Plant Protein+ Original is complete protein nutrition with clinically studied enzymes for added digestive support. Organic botanicals, including Turmeric, Cranberry, and Tart Cherry, bring antioxidant plant nutrients to the mix. This excellent source of 100% vegan protein from Mung Bean, Organic Brown Rice & whole-food seeds helps build strong muscles and body tissues. 20 g protein per serving. USDA Certified Organic, Dairy Free, Sugar Free, Soy Free, Pea Free.

## Strength & Beauty from Collagen

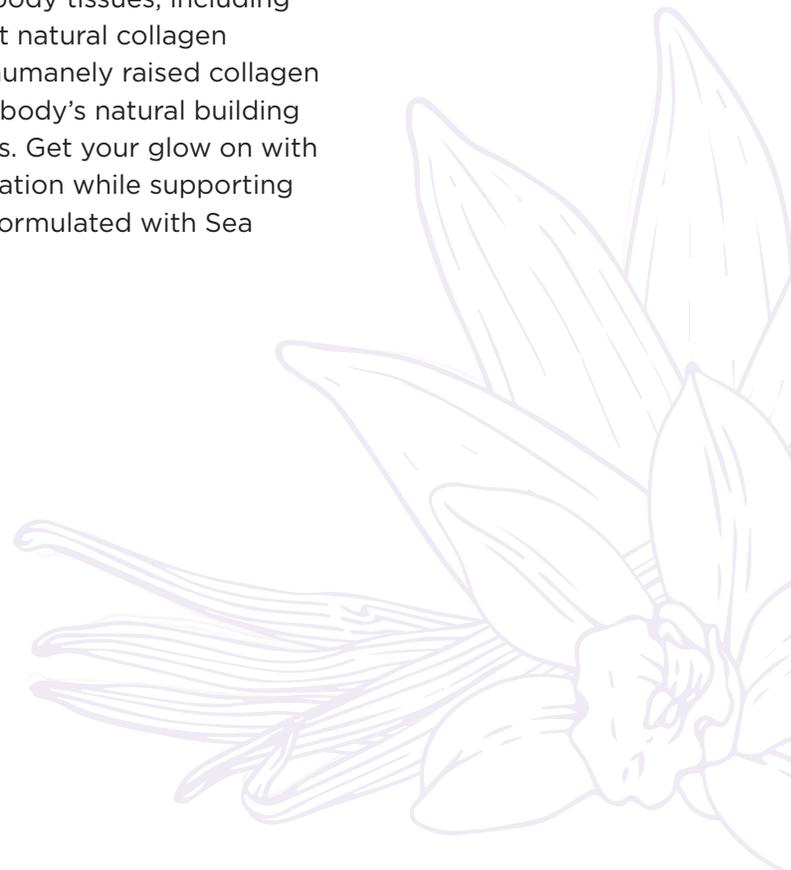
Collagen is the structural protein that makes up your body tissues, including skin, tendons, joints, hair, and nails. Research finds that natural collagen production starts decreasing around age 25. Adding humanely raised collagen peptides to your daily regimen can help replenish the body's natural building blocks for revitalized skin, hair, joints, and other tissues. Get your glow on with plumping peptides that revitalize skin health and hydration while supporting lustrous hair and strong nails. Our beauty collagen is formulated with Sea Buckthorn fruit. 12 g collagen per serving.



Plant Protein+ Original



Collagen Glow™



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