



Nature's Sunshine Canada Healthy Winter Savings 2014

*Start a
Habit of Health
in 2014*

10% OFF

Select Herbs & Supplements

Jan. 16th to Feb. 28th

Vol. 3 — No. 17

Beat Winter's Blues ◦ **Heart Health**
Probiotics ◦ **Omega 3s**
Inflammation ◦ **Stress Busters**

We can all do with a little less stress in 2014

If there's one change you can make in 2014 that will bring about great benefits in all areas of health it has to be in reducing STRESS.

Stress is both a physical and emotional response to whatever's going on around you. Small amounts of stress are actually good and motivate you to face life head on. But constant stress can result in physical and emotional burn out. It can eventually result in sickness and disease, time off work, addictive behaviour, depression, and even mental illness.

This year, make it your goal to gain control of stress: Take more deep breaths. Let go of more and forgive yourself and others. Focus on the positive and soon you'll be feeling more positive too. And of course you can't have a healthy mind without a healthy body. So make 2014 the year of good nutrition and a daily habit of health if you're not already doing that.

To help you get off to a healthier, less stressed 2014, we are offering 10% OFF nutritional products for heart health, stress reduction, general nutrition and a healthy mind. So, here's to less stress in 2014!

Embrace a Habit of Health in 2014



Here's to your healthy heart



Heart disease in its many forms continues to be the leading cause of hospitalizations in Canada, and 90 percent of Canadians have at least one risk factor for heart disease or stroke. That means for most of us reducing our risk of heart disease should be at the top of our "to do" list for 2014.

MC (Mega Chelation) High-Potency, Multi-Nutrient Formula



MC is a mega-nutrient, vitamin and mineral supplement designed to support the circulatory system.

MC contains a variety of natural chelating substances, herbs, vitamins, minerals, lipids, and glandular extracts.

MC contains no artificial colours, preservatives, starches, sugars or yeast.

- Provides vitamins and minerals which are factors in the maintenance of good overall health.
- Contains butcher's broom, plus adrenal, spleen and thymus substances (bovine), and Ginkgo biloba.

Stock no. 18311-2

~~\$51.46~~ retail \$46.04 retail

You Save
\$5.12

FACT:

Happy You, Happy Heart: Smile and your heart smiles with you, says scientists at John's Hopkins University School of Medicine. In a study of 1483 people, adults with a positive attitude were nearly 33 percent less likely to develop

coronary heart disease than more pessimistic people. And among those at highest risk (due to factors like family history and age), an upbeat outlook halved the likelihood of cardiovascular disease. Two possible reasons say researchers: Positivity protects against heart-damaging factors like inflammation and stress, and positive people may be more likely to engage in good-for-you behaviour like exercise and healthy dietary habits.

Source: *First For Women*,

11/4/13



Ginkgo & Hawthorn

Cardiovascular Support



This is a traditional formula to support healthy functioning of the heart and blood vessels.

- Ginkgo helps support peripheral circulation.
- Hawthorn helps support and maintain normal cardiovascular function.

You Save \$2.24

Stock no. 10794-3
~~\$22.43~~ retail \$20.19 retail

Hawthorn

Cardiovascular Tonic Herb



A traditional herb to support heart health.

- Each capsule contains 450 mg of hawthorn berries.
- Traditional heart tonic to support the overall health of the cardiovascular system.

You Save \$1.74

Stock no. 13287-6
~~\$17.43~~ retail \$15.69 retail

Ginkgo Biloba Extract

Slow-Release Formula



The ginkgo tree is believed to have pre-dated the ice age. Because of the tree's antiquity, traditionally many have believed it possesses medicinal properties.

- Helps support and enhance cognitive function and memory.
- Supports peripheral circulation through the capillaries.

You Save \$3.82

Stock no. 18205-9
~~\$38.21~~ retail \$34.39 retail

Cholester-Reg II: Supports Healthy Cholesterol Levels



This formula contains some of the most well researched phyto-ingredients.

- Helps maintain healthy cholesterol levels and helps lower total cholesterol levels.
- A formula of plant sterols, artichoke leaves, inositol, resveratrol, and policosanol.

You Save \$4.75

Stock no. 11327-2
~~\$47.54~~ retail \$42.79 retail

FACT:



If there was ever a match made in herbal heaven, it would have to be the combining of the two herbs ginkgo and hawthorn.



The use of HAWTHORN for various heart conditions dates back as far as the 17th century. However, it really wasn't until the late 19th century that its reputation became widespread, when an Irish doctor became well known for his 'secret remedy for heart health.' After his death in 1894, the doctor's daughter disclosed that the remedy was made of hawthorn berries. With the doctor's secret out, hawthorn quickly became famous as a remedy for heart and cardiovascular ailments. It was believed to strengthen the heart muscle and, taken over a prolonged period, to lower blood pressure. GINKGO is the oldest living tree, dating to the age of the dinosaurs. A single ginkgo tree can live up to a thousand years. Traditional Chinese Medicine has recognized ginkgo's medicinal use for nearly 3000 years. In today's modern herbalism ginkgo is used in relation to the health of the heart and blood vessels.

Source: Michael A Weiner, Ph.D. and Janet A. Weiner, *Herbs That Heal*, Quantum Books, 1994



Winter offers opportunities for heart-healthy activities

Blood Pressurex

Vitamin And Herbal Formula



A combination of standardized olive leaf extract, golden rod, L-arginine, standardized coleus root extract, vitamin E, hawthorn berries extract, and standardized grape seed extract.

- Possesses antioxidant properties.

You Save \$4.63

Stock no. 16631-5
~~\$46.29~~ retail \$41.66 retail



An herbal formula of naturally-occurring bio-flavonoids and the herbs butcher's broom and horse chestnut.

- Helps treat weakened blood vessels.
- Relieves the symptoms of varicose veins.
- Contains antioxidants for the maintenance of good health.

You Save \$4.63

Stock no. 11463-4
~~\$35.41~~ retail \$31.87 retail



Arginine Plus: The miracle molecule for heart health



You Save
\$9.86

Many consider the breakthrough discovery of the amino acid L-arginine to be one of the most important advancements in the fight to naturally support the function of the cardiovascular system, in the last 50 years!

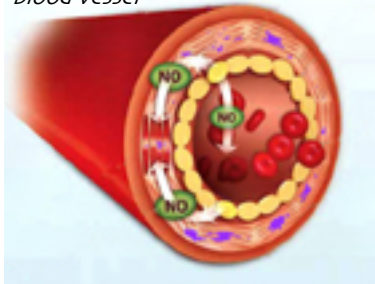
NSP's Arginine Plus contains additional heart-protective nutrients. Sweetened with xylitol and berry flavoured.

Stock no. 16632-0 (377 g)

~~\$98.57~~ retail ~~\$88.71~~ retail

- Supports cardiovascular health.
- Enhances blood flow throughout the body.

Nitric Oxide within a blood vessel



The Nobel Prize-winning molecule

In recent years a little-known gas manufactured in the body called nitric oxide (NO) has literally taken on "Super Star" status: *Readers Digest* named low NO the #1 risk factor for heart disease; in 1992, it was named "Molecule of the Year" by the American scientific community. Then, to top it all off, in 1998, the Nobel Prize in Medicine recognized a 3-man research team for their identification of "nitric oxide as a signaling molecule in the cardiovascular system."

NO is a special molecule and the first molecule ever discovered to literally communicate with other molecules. When NO is produced by cells in the endothelium (lining) of blood vessels it signals surrounding cells to relax and expand. As the blood vessels relax and expand, this allows blood to circulate more freely thus helping maintain normal blood pressure, prevent blood clotting, improve oxygen and nutrient delivery, and reduce plaque build up.

But in order for the blood vessels to produce NO they need one crucial semi-essential amino acid called L-arginine. L-Arginine appears to be one of the only known nutritional compounds available to endothelial cells for NO production, by acting as a NO precursor.

As we age, we produce less NO and our blood vessels can become dysfunctional, resulting in the vessel walls stiffening and becoming less relaxed. Scientists agree that getting enough L-arginine in the diet can help maintain a healthy cardiovascular system as we age.

Sources: Salvador Moncada, "Nitric Oxide: discovery and impact on clinical medicine," *JRSM*, April 1999; Dr. Mercola, "Emerging Research Suggests Heart Disease Could Have a Natural Fix," *Mercola.com*, Aug. 12, 2010.

Vitamin C, 1000 mg: Time Release Formula



You Save
\$2.78

Vitamin C, 1000 mg is a time-release formula providing a steady supply of vitamin C throughout the day.

- Antioxidant for the maintenance of good health.
- Helps in connective tissue formation and wound healing.
- Healthy development and maintenance of bones, teeth, cartilage, and gums.
- Helps the body metabolize fats and proteins.

Stock no. 10829-8

~~\$27.70~~ retail ~~\$25.01~~ retail

CoQ10—50 mg

Energizing The Heart



You Save
\$3.54

Co-enzyme Q10, also known as ubiquinone, is a vitamin-like substance present in the mitochondria of every living organism and is essential for all life. Its antioxidant activity scavenges free radicals, reducing oxidative stress on energy-producing mechanisms of cells throughout the body.

- 50 mg of high absorptive, crystal-free CoQ10.
- Antioxidant protection against damaging free radicals.
- Supports cardiovascular system health.

Stock no. 16818-9

~~\$35.36~~ retail ~~\$31.82~~ retail

Why Crystal-Free Formula:

Co-Q10 material is often found in a crystalline state, which is less-absorbable by the body. Nature's Sunshine uses a patented lipid blend to keep Co-Q10 from crystallizing to yield maximum bioavailability.

FACT:

CoQ10 is a vitamin-like compound found in virtually every cell in the human body, and when your CoQ10 levels fall, as they do when you age or take some prescription drugs such as cholesterol-lower statins, so does your

general health. CoQ10 is used in the energy-producing metabolic pathways of every cell. It's a powerful antioxidant, combating oxidative damage from free radicals and protecting your cell membranes, proteins, and DNA. It's referred to as the "spark of life." The most important muscle in the body—the heart—contains the most concentration of CoQ10. Without it our bodies can't survive.

Canadian naturopathic doctor, Natasha Turner, N.D. and author of the best-selling book *The Hormone Diet* recommends anyone over 40 take up to 100 mg every day. "CoQ10 is a potent antioxidant that is naturally highest in the heart muscle but decreases as we age. CoQ10 supplements can increase your energy and brain power and aid your heart health. They are also fantastic for your skin," she writes.

Sources: Stephen T. Sinatra, M.D., *The Coenzyme Q10 Phenomenon*, Lowell House, Los Angeles, 1998; Dr. Natasha Turner, *The Hormone Diet*, Random House Canada, 2009.



Zinc & Vitamin C Soothing, Tasty Throat Lozenge



The combination of the mineral zinc and vitamin C in a tasty throat lozenge. It also contains echinacea purpurea and the oils of spearmint, peppermint and eucalyptus.

- To help ease the discomfort of colds and sore throats.

Stock no. 11465-1

~~\$32.00~~ retail \$28.80 retail



Peach and orange flavour the whole family will enjoy.

You Save \$3.20

FACT: The rhinovirus (common cold) is making its rounds this time of year.

Among the most wide-spread illnesses affecting the upper respiratory tract, the common cold is a leading cause of doctor visits and absenteeism from school and work. It has serious economic impact resulting from lost productivity in addition to the burden of human suffering from cold symptoms. And while there's no cure for the nasty virus, studies show zinc lozenges can help you recover more quickly. The *Cochrane Database of Systemic Reviews* conducted an analysis of eighteen placebo-controlled clinical trials involving 1,781 subjects.

When zinc lozenges were administered within the first 24 hours of the onset of cold symptoms, they were associated with a "significant reduction in duration" and reducing the average duration of cold symptoms by slightly more than a day compared to placebo. In the more stubborn cases, subjects taking zinc were significantly less likely to have symptoms lasting more than seven days compared to subjects taking a placebo said the study authors."

Sources: Singh M, Das RR. Zinc for the common cold. *Cochrane Database of Systematic Reviews* 2013, Issue 6. Art. No.: CD001364. doi: 10.1002/14651858.CD001364.pub4. Published Online: 18 JUN 2013



Nature's SilverGuard Silver Solution Mouthwash



A patented liquid silver solution.

- Aqua Sol Technology.
- Virtually tasteless.
- Easy to take liquid.

Stock no. 16576-3 (118 mL)

~~\$35.71~~ retail \$32.14 retail

Stock no. 16303-5 (473 mL)

~~\$105.71~~ retail \$95.14 retail

You Save \$3.57

You Save \$10.57

Silver Shield Gel Infection-Fighting Gel



A general purpose infection-fighting gel of pure colloidal silver.

- Aqua Sol Technology.
- An antibacterial gel to help treat minor skin infections.
- Has an emollient effect that softens and soothes skin.

Stock no. 14363-9

~~\$31.79~~ retail \$28.61 retail

You Save \$3.18

Solstic Nutrition: Give Your Body The Nutrition It Needs



Don't just give your body what it needs, give it what it wants: Solstic Nutrition, a tasty, nutritious drink that the entire family can enjoy. And because of its convenience and great taste, it won't be hard to make better nutrition a daily part of your family's life.

- 15 important vitamins and minerals in a tasty drink mix.
- Great for adults and kids of all ages.
- Offers portable, convenient nutrition.

Stock no. 16492-5

~~\$31.79~~ retail \$28.61 retail

You Save \$3.18

Super Vitamins/Minerals: Hi-Potency Daily Nutrition



It's agreed that taking a multivitamin supplement is one of the most important health practices you can do for better health.

- Provides 23 important vitamins and minerals.
- Includes a synergistic base of healthful herbs and vegetables.
- A factor in the maintenance of good health.

Stock no. 11986-7

~~\$32.21~~ retail \$28.99 retail

You Save \$3.22

Vitamin D3, 1000 mg Winter's Sunshine Vitamin



You Save
\$2.00

Due to vitamin D's broad health benefits, health professionals are recommending supplementation, and they are increasingly calling for the daily upper intake levels to be raised.

- Helps in the development and maintenance of healthy bones and teeth.
- Helps in the absorption of calcium and phosphorus.

Stock no. 14243-4

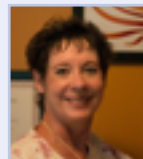
~~\$20.00~~ retail \$18.00 retail

FACT:

Need mental focus? Look no further than outside: If you find yourself unable to focus, take a moment to let your mind wander as you look outside. University of Washington researchers reported that enjoying the sights of nature heightens focus in as little as five minutes. The reason? According to Elaine Wilkes, Ph.D. author of *Nature's Secret Messages*, looking at outdoor scenes stimulates the brain's frontal lobes, helping you feel alert and clearheaded.



"I feel more relaxed just holding a bottle of Stress Formula! The synergistic blend of the higher levels of B-vitamins, particularly pantothenic acid, plus the herbs passion flower, valerian and hops helps me unwind at the end of the day and get a good night's sleep. I find it helps produce a deep calm. I love my Stress Formula!"



Lucy Taylor
Silver
Kelowna, BC

CURE-Q-MIN



You Save
\$5.57

From the Spice Rack to
the Medicine Cabinet

Nature's Powerful Anti-inflammatory

NSP's curcumin supplement with the proprietary C3 Complex delivery system for maximum absorption.

- Antioxidant.
- Anti-Inflammatory.
- Effective at reducing arthritic joint pain.

Stock no. 16820-6

~~\$55.71~~ retail \$50.14 retail

Stress Formula: High-potency, B-Complex plus calming herbs



You Save
\$3.86

A multi-vitamin and herbal supplement.

- Contains a complex of B vitamins plus vitamin C.
- Includes a herbal base of the traditional herbs passion flower, schizandra, hops, and valerian.

Stock no. 11212-2

~~\$38.57~~ retail \$34.71 retail



You Save
\$2.45

A combination of B vitamins containing no yeast, binders, fillers, starches or sugars.

- Complex of 8 B vitamins.
- Also contains watercress leaves, cabbage leaves and wild lettuce leaves.

Stock no. 18191-4

~~\$24.50~~ retail \$22.05 retail

FACT:

The herb passion flower (found in Stress Formula) is one of the first herbs that comes to mind when looking to naturally treat conditions of anxiety, seizures, nervousness, insomnia and even hysteria.

Scientists have reason to believe that passion flower's effectiveness primarily stems from its ability to increase the presence of a substance in the brain known as gamma-aminobutyric acid (GABA). This chemical reduces the activity of certain brain cells, which then leads to putting you in a more relaxed state of mind.

Source: University of Maryland Medical Center (<http://umm.edu/health/medical/altmed/herb/passionflower>)



Turn your SAD into GLAD this Winter



Feeling lazy, kinda down? Holiday excitement replaced with boredom? You could be experiencing the winter blues or what's officially named Seasonal Affective Disorder (S.A.D.). The condition is blamed on a lack of sun light and the resulting drop in vitamin D and neurotransmitters serotonin, dopamine, noradrenalin and the like. Apart from taking a vacation in the south or hibernating like a bear, there is no escaping some of the physical and psychological effects of SAD during the winter solstice in Canada. Situated at a high latitude with short winter days, the sun simply does not bathe us Canadians long enough or with powerful enough rays during this time of the year.

In Canada, 1 to 3 percent of the population develop full-blown SAD. Women are four times as likely to get SAD as men, and the average age of onset is 23.

7 Tips for naturally beating the Winter blues:

1. Step into the wild. Studies show that time spent in nature elevates cognitive functions and improves mood in clinically depressed individuals. Following an hour-long walk in a wooded park, participants experience a 16 percent increase in cognitive function. Also observed was a marked increase in positive mood. Winter affords many outdoor activities that can help ease symptoms of the winter blues.

2. Increase levels of vitamin D₃: With less sun exposure the body is not able to produce the important vitamin-like compound vitamin D, so supplementation is wise this time of year and recommended by health care providers.

3. Consume L-Tryptophan: Tryptophan is an amino acid found in foods rich in protein such as beef, fish, eggs, poultry, some vegetables although poorly absorbed, and protein powders. It is a raw precursor to the neurotransmitter serotonin which helps us relax, elevates mood, stabilizes emotion, and promotes deep sleep. Keep in mind that for tryptophan to convert into serotonin it requires cofactor nutrients such as B-vitamins, vitamin C, and especially zinc. Which brings us to Tip 4...

4. Take a multivitamin: Ensure a wide range of vitamins and minerals to protect against any deficiencies and to provide cofactors for healthy brain and neurotransmitter function.

5. Avoid simple carbohydrates: Prevent the highs and lows of blood sugar levels that create mood swings, irritability and food cravings. These foods include starchy vegetables, breads, rice, pastas, processed grains, junk foods, sodas and sweets. Instead, consume healthy vegetables, salads, and soups of the low glycemic type.

6. B-complex vitamins: B vitamins are brain-healthy nutrients, feeding the nervous system to help keep cognitive abilities sharp and help control levels of stress hormones.

7. Essential Fatty Acids: Fatty acids in general, but especially omega 3 fatty acids from cold water fish. Omega 3s help to build neuron membranes, enhance neuron transmission and increase serotonin levels. Omega 3s are made up of two fractions: DHA and EPA. Both are important, but for mood-regulating, messenger chemicals the EPA fraction is more crucial. It has been observed that Inuits on their traditional diet of omega 3- and vitamin D-rich fatty fish, seal meat and marine blubber do not suffer from winter blues even though days are extremely short and there is very little sun during arctic winters.

Symptoms of S.A.D

SAD hits everyone differently, from mild winter blahs or cabin fever to full-blown clinical depression.

Know the symptoms:

- Depression that begins in fall or winter
- Lack of energy
- Decreased interest in work or important activities
- Increased appetite with weight gain
- Carbohydrate and sugar cravings
- Increased need for sleep and excessive daytime sleepiness
- Social withdrawal
- Extreme afternoon slumps with decreased energy and concentration
- Decreased libido

Sources: Dr. Michael F. Holick, *The Vitamin D Solution*, Hudson Street Press, NY, 2010; Dr. Terry Willard "Don't Be SAD" *Alive*, April 2005; Dr. Alan C. Logan, "Bad Mood Busters" *Alive*, May 2007.

Super Oil The Ultimate Omega 3-6-9



You Save
\$4.49

A source of essential fatty acids for the maintenance of good health.

- Provides the essential fatty acids the body needs.
- A balanced blend of omega 3, 6, and 9 essential fatty acids.

Stock no. 10948-0

~~\$44.86~~ retail \$40.37 retail

Super Omega-3 Essential Fats For Better Health



You Save
\$3.91

Omega 3 fatty acids are universally praised for their broad health benefits.

- For overall maintenance of good health.
- Helps reduce levels of triglycerides and triacylglycerols.
- Cardiovascular health.
- Supports brain and nerve function in children and adolescents.

Stock no. 14772-8

~~\$39.14~~ retail \$35.23 retail

The connection between your gut and your brain



It's well known that some of the critical nutrients necessary for healthy brain and neurotransmitter functioning are zinc, tryptophan, B vitamins, and omega 3 fatty acids. Science is now adding to this list probiotics and the very intestinal system that they populate. New research in the last few years is showing that probiotics can influence the nervous system. These new findings show that probiotics and

the intestines play a leading role in producing, absorbing and transporting feel-good neurochemicals such as serotonin, dopamine, and nerve growth factors, which are essential for healthy brain, mood, and nerve function. "The vast majority of the feel-good hormones and chemicals are produced around the intestines by what scientists now call your second brain," writes renowned neurologist Dr. David Perlmutter, M.D. "The nerve cells in your gut are not only regulating muscles, immune cells, and hormones, but also manufacturing an estimated 80 to 90 percent of your body's serotonin. In fact, your intestinal brain makes more serotonin than the brain that rests in your skull." A recent article in *Popular Science* states: "The treatment does not involve an individual chemical but rather a plethora of them which act to reduce inflammation, calm stress and bring about a more pleasant mood...They are called quite simply, 'psychobiotics'."

Research into probiotics is being called a new emerging science. One double-blind study found that when participants were subjected to an allergic reaction from pollen, those given a dose of *Lactobacillus casei* probiotic saw changes in allergic inflammation in their nasal lining, as well as changes in their blood, that were associated with immune responses. This was evidence of how certain probiotics can influence cells not just in the gut lining, but as far away as the nasal passages. Just how profound an effect probiotics have on the entire human body is still a mystery to science. Safe to say, earlier generations relied on homemade fermented foods for their daily dose of probiotics. Today, alternative health practitioners recommend adding a probiotic supplement to your daily diet to maintain a healthy balance of beneficial bacteria in your intestinal system.

Sources: Dr. David Perlmutter, M.D., *Grain Brain*, Little, Brown and Company, NY, Sept. 2013; Dr. Natasha Campbell-McBride, M.D., *Gut and Psychology Syndrome*, Halstan & Co. Ltd, Sept. 2004 (rev. Jan. 2013); "Researchers have a nose for how probiotics could affect hay fever," *ScienceDaily*, Nov. 26, 2013; and Amir Khan, "How "Probiotic" Microbes Control Your Mind," *Popular Mechanics*, Sept. 20, 2011.

Acidophilus Bifidobacterium Probiotic Supplement



Contains 4 billion active friendly bacteria of the following strains: *Lactobacillus rhamnosus*, *Lactobacillus acidophilus*, and *Bifidobacterium longum*.

- A natural part of healthy gut flora.
- Probiotics provide live micro organisms that benefit health.

You Save \$3.01

Stock no. 11005-8
~~\$30.14~~ retail \$27.13 retail

Probiotic II Eleven Strains Of Probiotics



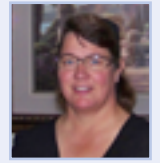
Probiotic 11 provides billions of beneficial intestinal micro-organisms from 11 probiotic strains.

- Utilizes the most beneficial strains of probiotics.
- Probiotics provide live micro organisms to benefit health.

You Save \$4.29

Stock no. 16947-1
~~\$42.86~~ retail \$38.57 retail

"We literally sell a lot of NSP probiotics out of our practice. Many of our customers specifically ask for them. Mostly, we recommend them for gut health, digestion issues and even bad breath. They are an extremely versatile supplement and are easily tolerated by everyone, even kids. If someone doesn't like taking them in capsule form, we simple recommend they open the capsule up and just take the powder—they even have a fairly good taste. My favourite is the Probiotic 11 because of the wide spectrum of 11 different probiotics it provides."



Carol Braun
MasterGold
Lacrete, AB

Bifidophilus Flora Force Probiotic Supplement

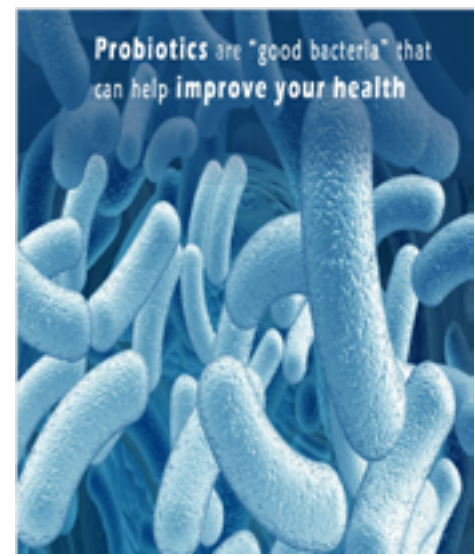


Each capsule contains the friendly bacteria *Lactobacillus acidophilus* (1.25 billion), *Lactobacillus rhamnosus* (1.25 billion), *Lactobacillus casei* (one billion), and *Bifidobacterium longum* (500 million).

- A natural part of healthy gut flora.
- Probiotics provide live micro organisms to benefit health.

You Save \$3.79

Stock no. 13520-9
~~\$37.86~~ retail \$34.07 retail



to/from

To order contact your Nature's Sunshine Business Associate
or call: 1-800-265-9163 or www.naturessunshine.ca



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facebook.

Join us on Facebook for
even more product specials.



10% OFF

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Beat Winter's Blues ○ **Heart Health**
Probiotics ○ **Omega 3s**
Inflammation ○ **Stress Busters**