

New for the summer

Organic (and vegan) Wine

One of our wholesalers has started to sell organic wines – grown without pesticides, and preservative chemicals. We are not able to stock them, but we can order by the case (usually 6 bottles) for our customers. I can vouch for the 2 or 3 that I have tried – only in the interest of research – and we have also had a positive reaction from the handful of customers who have acted as guinea pig for us. If you are interested, please ask for a list of the wines, beers and spirits that are available. If there is enough interest we will have a tasting evening in the autumn.

Yoga & fitness

We have now managed to source a lovely range of yoga products (mats, bricks, straps and accessories) that have been produced with sustainable raw materials. I believe that they are priced competitively, and are attractively different – we have mats made with sustainable jute. In addition we also have one or two products to help with that home work-out. Do have a look, and tell us if there are other products in this area you would like us to stock.

Food sensitivity testing

After rather too many years of not being able to find an appropriate tester, Lesley, our kinesiologist is able to test you, or your family (any age) for foods and some environmental factors (dust, washing powder etc.) that cause our bodies to react. Many of you will know that I believe strongly in the accurate identification of foods that cause negative reactions even when they are not a full-blown allergy.

Lesley is with us most Thursdays. Drop in on a Thursday for a chat with her to see how she can help you, or call us to book your consultation, or for more information.

Validity specials

For some time now we have been promoting on the basis of a product or a range of products for a month or two. We have now decided for the rest of 2007 to highlight one product and promote it heavily for a week – and a week only. Each time we will be cutting the price by 33-50%, but only for a week – blink, and it's gone!

For example in the first week of July we cut the price of organic apricots to £1.99 for 500g. We will be promoting on both foods and supplements – but always a hefty cut. We do not always know in advance what the new promotion will be, so look in the window, pop in, or phone us.

Remember it's only for a week.

Validity tastings

With so many new products coming our way this month, we thought it only fair to allow you to try before you buy. We plan to have one of our new products or promotions available for tasting every day in July.

So, have a light breakfast, or lunch, and pop in to try organic apricots, bring the children for organic milk shakes, try our different fruit flavoured raisins (really!), luxuriate in our new chocolates, (chilli, vanilla) or really hit the jackpot and come when we are tasting our fabulous Booja Booja stuff in a tub.

**You won't know what it is until
you come in.**

Validity

Summer newsletter

Visit our new website:

www.validityhealthstore.co.uk

Inside:

- **Loads of new products**
- **Summer tastings**
- **Weekly promotions**
- **Yoga/fitness range**
- **Help to fight Brussels please**
- **Food sensitivity testing**
- **Press cuttings**
- **Staff news**
- **Plastic bags**

Validity is open:

Monday to Friday 9 am to 6 pm

Saturday 9 am to 5.30 pm

Sunday 10.30 am to 4pm

(Not on Bank Holidays)

29, Wote Street, Basingstoke, Hants. RG21 7NE
Telephone 01256 331132 (answer phone always on when closed)

www.validityhealthstore.co.uk

**Validity is an independent health food store – a member of the National Association of Health Stores (NAHS).
We aim to supply**

- **The products our customers want.**
- **Independent, accurate information.**

Please help us to help you

For as long as I have been working in Vitality, there has been a threat from either Westminster or Brussels to the huge range of safe vitamin mineral and herbal supplements. Over the years legislation has been passed, and implemented. In nearly every case, the effects are not as bad as originally proposed, largely due to public reaction. The last request produced a petition of over 1½ MILLION signatures, and it did have an effect on our government's stance.

I am now asking for your help again.

The EU has introduced across Europe a permitted list of vitamins and minerals. Currently the powers in Brussels are considering the levels of these permitted substances that can be sold. We, and our sister body Consumers for Health Choice (CHC), are arguing strongly for retention of the levels that we currently sell in the UK. This is rather higher than is common in most if not all other EU countries. For example, many countries want to restrict the sale of vitamin C to tablets of 60mg. We currently recommend the entirely safe level of 1000mg.

Do we really want to take 15-20 tablets a day just to get enough vitamin C?

When this is applied to all the other supplements, it is a potential nightmare. The CHC is convinced that it is consumers that can make the difference, and so I would ask you to do 2 things:

1. Please come into Vitality and sign the petition that we have there. It will be collated with the hundreds of similar petitions in healthfood stores across the UK and collated - hopefully into more than 1½ million!
2. If you can, please go on-line and sign the petition at:

www.consumersforhealthchoice.com.

It appears that the EU has acted to block direct e-mails requesting that higher dose nutrients remain on sale, (that's EU democracy for you!), so these two routes, plus possibly a letter to local MPs or MEPs will be far more effective.

Thank you for your support in the past on these issues, and hopefully for this phase of the battle too!

New products at Vitality

Our major initiative for the summer is the introduction of dozens of new products in Vitality. In choosing the new products we have tried to focus on new ideas, organic alternatives, and practicality. Below I lay out just some of the new and different things that you will find if you look closely in Vitality.

Booja Booja "stuff in a tub": following on from their fabulous chocolates, we now have 5 flavours of absolutely top tasting ice cream - vanilla, chocolate, ginger, coconut and maple pecan. Demanded by a customer who tasted this at an Olympia exhibition, I was already planning to stock these.

Organic milk shakes: Clipper the highly ethical tea and coffee company has produced some lovely naturally flavoured drinks for children.

Flavoured raisins: not a great idea on paper, but in practice - orange, lemon and cherry flavoured raisins - absolutely ideal for the lunchbox.

Montezuma chocolate: top quality chocolate with chilli (yes really - it's delicious), or vanilla. Dairy free chocolate drops with nuts and seeds: handy tubs and very good value.

Faith in nature skin care: Parabens free - a range of intensive skin products, all around £5.

Yoga mats, straps and bricks: and other fitness and exercise products.

- **New flavour snack bars**
- **Family size aloe vera and vitamin E gel**
- **Amaizin' corn based tortilla chips**
- **Butternut squash roast (frozen)**

...plus many more. What do you think.

The snippet column.

Plastic bags: We have already sent a cheque to Friends of the Earth for over £200 collected as a contribution from our policy to charge for plastic carrier bags. We have reduced our use of carriers by around 75% this year. Thank you.

STOP PRESS: We have just acquired some very stylish Green shopping bags - sturdy, and long lasting - made from recycled carriers. A very good value **£1.99p**

Staff news: Karen and Wendy recently attended training on supplement absorption and stress remedies run by Solgar. Karen and Sian also visited Quest - one of our key suppliers and saw the manufacturing of their supplements. They were impressed at the quality control of manufacture and the dedication and enthusiasm of the Quest staff.

Echinacea has recently had the endorsement of being named as a preventor of colds, and also as being able to reduce the length of a cold if you don't take it early enough. How wonderful to have full publicity for this (even if we did know all along!).

The Nutricentre, once the top independent healthfood store in the UK, has been bought out by Tesco! We still think our knowledge and advice is better than you get in Tesco.

Supermarkets: A recent European survey showed that the UK has suffered the 4th highest food inflation in the last 3 years, while the supermarket sector in the UK is the most profitable in Europe. Hmmm.

Healthy organic: A 10 year study reported this week (5/7/07) that organic tomatoes, contain around 80% more of the antioxidant flavonoids (heart health - and possibly staving off strokes, cancer and dementia) than "conventionally" grown crops. I guess it applies to other foods too.

Sausages! Which reports that the lowest meat content in sausages is the 30% found in Tesco. Asda and Bowyers bulk their sausages with cooked rice.