



★ Destination Summer ★

===== BODY CARE & WELLNESS GUIDE =====

BE PREPARED!

Freshen Up your First Aid Kit

What you Need to Know
ABOUT DEODORANT

GETTING PHYSICAL?

*Give your Joints
some Summer Love*

BE GOOD TO YOUR

**WHOLE
BODY.**



IT'S SUMMER... *get out and play!*

While you're outdoors with nature, it only makes sense to choose wellness and first aid products that help preserve beauty and health naturally. Fortunately, there are natural alternatives for addressing everything from bug bites and motion sickness to scrapes and strains. And don't forget nutritional support for the healthy joints and energy levels all you action models require!

Summer is a time of higher cases of accidents and injuries in general, primarily because people are out doing more activities.*

Allow us to help you enjoy a more comfortable and carefree season with the knowledge and natural products you need to be good to your whole body.

* U.S. Consumer Products Safety Commission, #02-182 and U of Mich Health Minute, May 2, 2005



Looking Good on the Outside **BEGINS INSIDE**

The most beautiful hair, skin and nails are the healthiest hair, skin and nails. Here are top tips for giving your body what it needs to help you look your best.

- **STAY HYDRATED** with 64+ ounces of water every day (try with a splash of 100% fruit juice).
- **MAKE MEALS AS HEALTHY AS POSSIBLE**, especially when eating less in the heat.
- **BOOST NUTRITION AND ENERGY** with green food powder in a shake or smoothie.
- **GET GOOD FATS DAILY**—omega-3 and GLA essential fatty acids—for healthy, elastic skin.
- **KICK UP THE ANTIOXIDANTS** to help avoid skin damage from sun, poor diet, etc.
- **NOTCH DOWN THE STRESS** that can lead to breakouts and wrinkles.

Summerlicious BODY CARE

Warm weather, outdoor activities and less clothing means we sweat more, shower more, shave more and thus use more bodycare products. Get the most from your soaping and slathering by using those with less artificial and more high-quality natural ingredients.

Our bodycare products do the job as well as or better than others, but they also nourish your skin and hair with good amounts of healthy plant-based botanicals, antioxidants and moisturizers. These beneficial ingredients address the issues while building healthier hair and skin cells over time.

WE'VE GOT IT ALL, BETTER!

bar soap • liquid soap • shower gel • bath scrub • shave cream • deodorant • body butter • body lotion • body oil • foot cream • hand cream • moisturizers • sunscreen • facial care • cosmetics • lip balm • hair color • shampoo • conditioner • styling gel • hair spray • first aid • kids' stuff • baby stuff • great stuff

DON'T SWEAT IT.

*Natural Deodorant's
Got You Covered*

Did you know that underarms can absorb applied substances directly into the bloodstream? Most conventional deodorants contain artificial fragrances, harsh chemical antiperspirants and preservatives. Natural deodorants, on the other hand, use herbs or salts found to be very effective at reducing odor-causing bacteria. Nor do they contain the type of aluminum-based chemicals suspected for various health issues. What do you want to absorb?



EXPERTS
SAY...

Some people need more protection than others and should plan to reapply deodorant during the day.

FIRST AID

for Summer Fun

Stock your kit and fiercely face the small risks of summer, naturally!
 In addition to the below, keep calming Rescue Remedy and concern-specific, homeopathic formulas on hand for all ages—no side effects!

PREVENTION		RELIEF	
SUNBURN	Reduce the amount of sun on your skin with a hat, clothing, sunglasses and by seeking shade (clouds don't count).	Peppermint oil, calendula oil or St. John's Wort extract helps reduce body heat and promote a healthy inflammatory response; add drops to lotion or a cool bath.	
	Apply sunscreen ("mineral" or "physical" are the safer type) liberally and frequently.	Witch hazel or green, white or black tea (brewed and cooled) contain tannins for promoting healing and a healthy inflammation response.	
	Be aware that some prescription medicines and herbs can make you more sun sensitive.	Aloe vera gel (undiluted) soothes and promotes healing; look for high percentage in products.	
		Cucumber juice or rosewater is soothing.	
		Vitamin E oil, avocado oil or diluted lavender essential oil promotes healing.	
INSECT BITES	Avoid floral and sweet-smelling scents, dryer artificial or natural, including dryer sheets!	Colloidal oatmeal bath or lavender or peppermint essential oil soothes itching and promotes healing (one undiluted drop on each bite).	
	Dilute repellent essential oils in water or a carrier oil, then rub or spray on skin and clothes. Reapply often.	Garlic soothes pain; hold crushed clove on sting 20 minutes then rinse.	
	Essential oils for mosquitoes: citronella (lemongrass), eucalyptus and/or eucalyptus. For biting flies: lavender, basil and/or geranium.	Topical clay or basil leaf (crushed or extract) soothes itching and stinging pain.	
	Taking B-complex vitamins and eating garlic and onions may make skin less tasty to mosquitoes.	Homeopathic remedies include: Ledum (wild rosemary) for swelling; Apis (honey bee) for stings.	
POISON IVY, OAK & SUMAC	Look at photos in books or online to learn how to identify the plants then avoid them!	Colloidal oatmeal bath, calamine lotion or topical clay soothes, helps relieve itching and promotes healing.	
	Wash garden tools, gloves, shoes and pets if exposure is suspected. Residual plant oil can transfer to skin later.	Jewelweed, eucalyptus or witch hazel essential oils promote healing; use undiluted drops or a compress.	
		Homeopathic remedies include: Rhus tox, Anacardium Orientale, Graphites, Urtica urens, Sulphur.	
MINOR CUTS, BURNS, SCRAPES & SPLINTERS	Common sense: be alert, use safety rules and proper equipment for outdoor activities.	Tea tree oil or witch hazel in products or diluted cleans and soothes.	
	Summer safety tips at: www.cpsc.gov/cpsc/pub/prerel/prhmi02/02182.html and www.4woman.gov/campaigns/summersafety/	Comfrey, lavender or calendula ointment or compress promotes healing and a healthy inflammation response.	
		Slippery elm compress may help dislodge splinters.	
MUSCLE SORENESS, BRUISES & SWELLING	Avoid the "weekend warrior" scenario by maintaining a healthy diet and exercising regularly.	Arnica gel or cream relieves swelling and pain.	
	Stretch with deep breathing and warm up muscles slowly before activity.	Bromelain (pineapple enzyme) helps soothe sprains and bruises.	
	Herbal supplements such as ginger, turmeric, holy basil, green tea and rosemary support a healthy inflammation response, both preventatively and for relief.	Capsaicin cream (from cayenne pepper) helps soothe aches and pains.	
		Homeopathic remedies include: Arnica montana, Magnesium phosphorus, Hypericum perforatum, Ruta graveolens, Ledum pal, Rhus tox.	
MOTION SICKNESS	Ginger capsules, crystallized pieces, powder or extract; take 20 minutes before (and during) travel.	Drinking raspberry tea or inhaling the aroma of peppermint essential oil promotes a calm stomach.	
	Get tips at: www.nlm.nih.gov/medlineplus/motionsickness.html#cat11	Homeopathic remedies include: Cocculus indicus, Argentum nitricum, Nux vomica, Tabacum.	

Sun

EXPERTS
SAY...

Sun lovers can benefit from more Vitamin C.

Like other antioxidants, it protects the skin from free radicals formed from sun exposure. It also aids collagen production to help keep skin smooth and firm. So eat more C-rich foods or add high-C drink powder to your summer water bottle!

WHY CARE ABOUT SUNCARE?

According to the American Academy of Dermatology, being in the sun too much can cause sunburn, freckles, skin texture changes, rashes and dilated blood vessels. Exposure also increases the risk of skin cancer and is the cause of 90% of wrinkles.

THE SECRET ABOUT SPF

Different sun rays affect skin differently. UVB rays cause redness and burning, while UVA rays ("aging rays") damage collagen and elastin as well as skin structure. Choose suncare carefully because SPF numbers refer only to UVB protection!

HOW TO SELECT SUNCARE

- 1 GET THE BEST BLOCK FOR YOUR BUCK.**
Mineral-based (physical) blocks reflect rays with minerals such as titanium dioxide and zinc oxide that immediately provide UVB and UVA protection.
- 2 GO BEYOND PROTECTION.**
The sun is hard on skin, so choose suncare that not only protects, but nourishes with high levels of nutrient-rich ingredients. Some—green tea, soy, milk thistle, caffeine, carrot oil—offer protection, too!
- 3 HONE IN ON YOUR NEEDS.**
At Whole Body™, we offer a wide selection of suncare to suit all ages and skin types.



GET PHYSICAL!

Don't let creaky knees, weak ankles or tennis elbow slow you down. Consider the following supportive nutrients for maintaining strong, healthy, supple joints.

ARNICA pellets are a homeopathic remedy used by athletes for overall joint and muscle benefits.

GLUCOSAMINE & CHONDROITIN

formulas address joint pain by supplementing and supporting components naturally found in healthy cartilage.

MSM (Methylsulfonylmethane) is a naturally occurring sulfur compound shown in studies to provide relief from osteoarthritis.

TURMERIC & GINGER

promote a healthy inflammation response.

GOT ENERGY?

Have you got what you need to bike, hike, swim or play ball? If not, fuel up with healthy choices that sustain energy (vs. a quick caffeine and sugar fix). Fruit, nuts or trail mix are just the thing. Certain nutrition shakes and bars are great, too. *Look for:* 1) high fiber; 2) low added sweeteners; 3) no artificial ingredients.

Summertime Living

IS EASY WITH WHOLE BODY™



The Premium Body Care™ symbol identifies our top tier of personal care products.

We evaluated every product in Whole Body™ to determine those that meet even stricter standards for results, quality of source, environmental impact and safety. We are very careful where we put this symbol for those who are very careful about what they put on their bodies.

TRY IT, LIKE IT... or return it

At Whole Foods Market®, we want you to be 100% delighted with our products. In the aisles, we supply skincare testers to try on the spot, and some have samples available, too. Once you make a purchase, hold on to your receipt; if you are not satisfied, bring it back!



STANDARDS TO BELIEVE IN

- We carefully evaluate each and every product we sell.
- Our body care vendor partners are encouraged to use plant-based and naturally-derived ingredients, pure essential oil fragrances, gentle preservatives and non-petroleum ingredients.
- None of our personal care products have been tested on animals.
- We are committed to high-quality body care products and research-driven dietary supplements with a proven track record.
- We feature supplements that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- Products on our shelves are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.

CURIOUS? CONFUSED?

Ask a question and you will discover that our Whole Body team members are thoroughly trained and well educated about the products we offer. They are there to help you and are pleased to guide you in making the most informed decisions for your needs. They're not doctors, though, so always check in with your healthcare practitioner.

WHOLEFOODSMARKET.COM

Printed on 100% recycled FSC-certified (SW-COC-1730) paper using vegetable inks.

June © 2008 Whole Foods Market, IP, L.P.