# GOODEARTH -markets 

## MONTHLY DEALS MARCH

Central to this formulation is 5-Hydroxytryptophan (5-HTP), a naturally occurring amino acid that is the immediate precursor of Serotonin.

Fermented Chlorella with Chlorophyll is highly digestible and bioavailable due to its unique fermentation process and advanced closed tank cultivation method


Dr. Mercola

Fermented Chlorella 450 tab reg \$18.75

March 2024 I Your True Natural Foods Market I Locally Owned And Operated

## SUPPLEMENTS



## SUPPLEMENTS



## GROCERY

| $\begin{aligned} & 40 \% \\ & 0 F F \end{aligned}$ | $\$ 2^{39}$ | $\begin{aligned} & 30 \% \\ & 0 F F \end{aligned}$ | \$255 | 40\% OFF | \$329 | $\begin{aligned} & 40 \% \\ & 0 F F \end{aligned}$ |  | 559 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Amy \& Brian | 13 | Clearly | $\underline{\square}$ | TCHO |  | Farmer | 2 |  |
| Coconut Water | 2) | Canadian | - | Holy Fudge | TCHO | Direct | = |  |
| Original $17.5{ }^{\circ 2}$ | N | Sparkling | (6) | Dark chocolate | +(1) | All Purpose |  | coin |
|  |  | Mountain |  | Bar | -1) ${ }^{\text {P }}$ | $5{ }^{\text {bs }}$ |  |  |
|  |  | Blackberry 110 | andin | $3^{\text {a }}$ |  |  |  | Fluir |
| ${ }^{\text {reg }}$ \$3.99 |  | reg ${ }^{\text {3 }}$.59 |  | reg 55.49 |  | ${ }^{\text {reg }} 99.29$ |  |  |


| $\begin{aligned} & 40 \% \\ & \text { 0FF } \end{aligned}$ | \$525 | 40\% 0FF | \$239 | $\begin{aligned} & 40 \% \\ & 0 F F \end{aligned}$ | $\$ 459$ | $\begin{aligned} & 40 \% \\ & 0 F F \end{aligned}$ | $\$ 4^{59}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Brooklyn Biltong Air Dried Beef Original 202 | $\begin{aligned} & \text { BROOKLYN } \\ & \text { BILTONG } \end{aligned}$ | Bambucha Kombucha Select Flavors $12^{\text {or }}$ | BAMBÜCH | Birch Benders Buttermilk Pancake \& Waffle Mix |  | Birch <br> Benders Chocolate Chip Pancake \& Waffle Mix $16{ }^{\text {oz }}$ |  |
| reg \$8.69 | $8-2 \cdot 0$ | ${ }^{\text {reg }}$ \$3.99 |  |  |  | re9 ${ }^{5} .69$ |  |



## GROCERY



## BODY CARE



# DRINK YOUR GREENS 



|  | EDLP \$ 40.77 |
| :---: | :---: |
| Sunwarrior |  |
| Protein + |  |
| Greens |  |
| Chocolate | + |
| $1.67{ }^{\text {bs }}$ |  |
|  | PROTEEN |
| reg \$ $\mathbf{4 7 . 9 7}$ |  |

Plant yourself in the center of nutrition! Support your muscles with clean protein and alkalize your cells with greens to fuel your body through your busiest days. It's high quality, clean energy, and optimal sustenance all in one scoop.


POWERFUL SUPERGREENS: Loaded with alfalfa, moringa, barley, oat, and wheat grasses, plus trace minerals and chlorophyll.


40\%
$0 F F$
Garden of Life Organic Sport Greens Original 30 serv ${ }^{\text {reg } \$ 49.99}$
$\$ 29^{99}$





An expertly blended formula of melatonin, L-theanine and botanicals like Chamomile, Passionflower \& Lemon Balm to help soothe and relax.


Get in the zone. These trusty little sidekicks enhance your thinking power and help you to stay on task.


Chlorophyll Liquid helps to support the healthy energizing, alkalization, healthy oxygenation, and strengthening of cells.



Soma Elixir is composed of seven double extracted adaptogenic mushrooms, extracted with Schisandra berries and Rose petals to increase bioavailability and resilience.


A flavor unlike any other Olipop, this surprisingly delightful soda melds creamy
vanilla and sweet banana together for a vanilla and sweet banana together for a
taste best described as banana cream pie in a can.

|  | EDLP \$9.99 |
| ---: | :--- | :--- |
| Magic |  |
| Spoon |  |
| Srain-Free |  |
| Cereal |  |
| Frosted |  |
| 702 |  |

Sweet, subtle and smooth with hints of vanilla and marshmallow, your new favorite simple cereal with 4 g net carbs, 13 g complete protein, 140 calories, and no artificial ingredients.

EDLP $\$ 9.99$

## 公絓



This velvety smooth organic coconut milk yogurt alternative has added probiotics and is sweetened only with real fruit to nourish
lovers-even our friends who ore yogurt
free. From baby food to big kid snack, it's a
yogurt they'll crave forever!


Support hair health with Biotin, an essential nutrient that supports healthy hair growth, and Selenium that supports skin health and cellular integrity.

EDLP \$9.99
Magic Spoon Grain-Free Cereal Chocolate Chip Cookie $7^{\text {or }}$
reg \$11.19


Ditch the oven and grab a box (or four) of Chocolate Chip Cookie!


Brainpower in a Bite: Elevate your mental performance with our Lion's Mane Gummies, a perfect blend of nature's finest ingredients.

|  |  |
| :---: | :---: |
|  |  |
| Probiotic Complex |  |
| Elderberry | \%om! |
| Lemonade 30 serv | 0000 |
|  |  |

Contains a 3-in-1 blend of pre, pro \& postbiotics. All three biotics work in tandem to help: reduce inflammation, improve digestive health, strengthen the gut lining along with many other benefits!


Digestive bitters have been used for centuries to help relive digestive issues. They're traditionally consumed just before or after meals to help aid in the digestion process and are thought to help soothe upset stomachs and relieve gas, bloating, and occasional heartburn.

EDLP $\$ 3.55$


Traditionally given to promote strength and stamina, this kidney and adrenal tonic is still used throughout the world to promote healthy oxygenation and natura energy levels, as well as healthy kidney and liver function.

# WHAT IS MATCHA? 

By Rachael Link, MS, RD

Matcha is a concentrated powdered form of green tea that has been used for centuries in China and Japan. In fact, the term "matcha" and its pronunciation (maa-chuh) are derived from Japanese words meaning "ground" and "tea." Matcha is made from the leaves of the tea plant Camellia sinensis, an evergreen shrub of the Theaceae family. All tea comes from this plant, but the variations in color and taste are the result of differences in processing. The tea plants that are specifically grown and used to make matcha are typically shaded for two weeks to increase chlorophyll levels before the leaves are picked. After harvest, the green tea leaves are steamed, dried and ground into a fine powder. Unlike other types of tea, matcha contains the entire tea leaves, providing a more concentrated source of nutrients. It also has a strong, distinct flavor, which many compare to spinach or wheat grass.

The secret behind matcha tea's super strength is found in its polyphenol compounds called catechins, which are a type of antioxidant found in superfoods like green tea, cocoa and apples. Valued for being more catechin-dense than most foods, the health benefits of matcha tea generally arrive for those who regularly drink it. Potential benefits range from improved heart health to lower blood sugar levels, increased weight loss and beyond.

## BENEFITS EXERCISE PERFORMANCE

Clinical tests suggest that matcha green tea can help speed up muscle recovery in athletes whose focus is high-intensity workouts, like burst training. It has also been shown to reverse cellular damage caused by oxidative stress, which could help prevent damage to the muscles and tissues.

## BEST FOOD SOURCE OF DISEASE-FIGHTING CATECHINS

According to a paper published by Harvard Medical School, green tea is one of the best food sources of a group of antioxidants known as catechins. Catechins are thought to be even more powerful than both vitamins $C$ and $E$ in stopping oxidative damage to the cells. Antioxidants like catechins play a key role in health and disease

## high levels of l-theanine for an alert calm

Matcha is said to induce a feeling of "alert calm," thanks to the powerful combination of L-theanine and caffeine. L-theanine is an amino acid found naturally in teas from the Camellia sinensis plant. By drinking matcha green tea, you can increase levels of L-theanine and promote alpha waves, which lead to a state of relaxed alertness. L-theanine also helps to increase levels of dopamine and GABA (gam-ma-aminobutyric acid) in the brain, which could benefit conditions like anxiety. Due to the conditions in which it is grown, it's estimated that matcha tea may contain up to five times as much L-theanine as regular green tea.

## DETOXIFIES THE BODY

Matcha's rich green color is the result of its high chlorophyll levels. Chlorophyll is a type of plant pigment responsible for the absorption of light in the process of photosynthesis, which creates energy. The fact that matcha is carefully shade-grown makes it significantly richer in chlorophyll compared to other teas.

## HOW TO MAKE

The most straightforward and common way to use matcha powder is to make tea, but matcha tea is traditionally made in a very unique and specific fashion.

Directions can vary, but here is one easy method for how to prepare matcha tea properly:
Fill kettle with fresh, filtered water and heat to just short of boiling.
Fill matcha bowl or cup with hot water and pour out (to warm the bowl/cup).
Add 1 teaspoon of matcha powder to bowl or cup.
Add 2 ounces of nearly boiled water.
Whisk (ideally with a bamboo brush or tea whisk) water and powder briskly for a minute or two until it looks thick and frothy with tiny bubbles.
Add 3 to 4 more ounces of water.

# HEALTH BENEFITS OF GREEN TEA 

By Christine Fiorentino

## MAY REDUCE INFLAMMATION

Inflammation is your body's natural reaction against injury and infection. While short-term inflammation is a normal part of life, prolonged inflammation can become chronic and accumulate throughout the body, potentially leading to a slew of health problems, such as heart disease, high blood pressure, diabetes and cancer. Luckily, sipping on that cup of warm green tea may help contribute to the management of inflammation. Green tea has an excellent antioxidant profile. It is rich in polyphenols, which contribute additional antioxidant and anti-inflammatory properties. A 2022 study performed on 40 participants at Ohio State University found that green tea extract lowered blood sugar and decreased gut inflammation and permeability in both healthy people and people with metabolic syndrome.

## SUPPORTS BRAIN FUNCTION

According to the American Heart Association, "Studies show tea consumption, along with a heart-healthy diet, may improve some brain function." L-theanine, an amino acid in green tea, has been found to help improve brain function by strengthening memory and reducing anxiety. One 2012 study in Neuropharmacology revealed that "people who took 100 milligrams of L-theanine made fewer errors in an attention task than those in the placebo group. Drinking 50 mg of caffeine or combining the L-theanine and caffeine also improved people's focus."

## MIGHT IMPROVE BLOOD SUGAR AND CHOLESTEROL LEVELS

Green tea may help defend against heart disease by supporting healthy cholesterol. Studies also show that green tea may reduce blood sugar levels and help prevent type 2 diabetes. A 2018 study in the Journal of the American Heart Association found that tea appears to slow the natural decrease in high-density lipoprotein cholesterol (HDL), which is often referred to as "good" cholesterol, as a person ages, and may also reduce low-density lipoprotein (LDL), which is known as "bad" cholesterol. Experts believe that catechins, one type of antioxidant found in green tea, may be responsible for this cholesterol-lowering effect.

## AIDS IN DIGESTION

Green tea can help to soothe the symptoms of gastrointestinal disorders and relieve bloating by eliminating the buildup of gas in the intestine. For one study in Microbiology \& Immunology, 10 volunteers who did not regularly drink green tea did so for 10 days, and then stopped for 7 days. The results revealed the proportion of Bifidobacteria (a type of good bacteria in your gut) increased proportional to green tea consumption, which means that green tea consumption might help act as a prebiotic and improve the colon environment.

It's important to remember that green tea is not caffeine-free, and similar to other caffeinated drinks, consuming too much green tea can cause symptoms such as anxiety, restlessness, jitters, headache, nausea, increased heart rate or trouble sleeping. While everyone has different sensitivity levels to caffeine, the Food and Drug Administration cites 400 milligrams per day-about 10 cups of green tea-as the maximum amount of caffeine healthy adults should consume each day.

## SPRING CLEANING



GREASE-KICKING FORMULA - This ultra-concentrated dishwasher soap powers through stubborn stains and stuck-on food for dazzlingly clean dishes, glasses, and utensils.


Spray and wipe with a cloth. Stare at the sparkle awhile. With biodegradable ingredients that are gentle on the planet, you can feel good about bringing this product home.


Dirt-Destroying! Freshen up your hardwoods, Ale, marble, bamboo, vinyl, laminate and other sealed floors for a brilliant shine!
 Better
Life
Toilet Bowl
Cleaner
$244^{\circ 2}$
reg $\$ 15.09$


Plant-Based Cleaning Agents: Made with ingredients that are gentle on the planet, you can feel good about bringing this product home.


BETTER LIFE Naturally Bath-room-Brightening Tub \& Tile Cleaner dissolves soap scum, rust, and hard water stains without any fumes or funny fragrances.


GREASE-KICKING FORMULA This powerful dish soap liquid is designed to clean even your toughest, greasiest messes in the kitchen. Removes grease, grime and food residue.


Searching for a natural alternative to toxic dryer sheets? Look no further! With wool straight through to the core, our Dryerballs act as a soft, silent, natural fabric softener that lift and separate clothes, cutting down on both static and drying time.


Made with only four ingredients, Laundry Soda is a highly concentrated formula that dissolves quickly in cold or hot water and is septic safe. Most importantly, it rinses completely clear, leaving your skin and the environment as spotless as your clothes.

Save time and order online at www.goodearthmarkets.com I Free in-store pickup and local delivery on orders of $\$ 150$ or more! Prices valid 03/1/2024-03/31/2024. Subject to availability. No rainchecks. Prices subject to change without notice. We reserve the right to correct

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