

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

May 2016

Let my soul smile through my heart and my heart smile through my eyes, that I may scatter rich smiles in sad hearts.
- Paramahansa Yogananda



May Day



1

National Herb Week

Adding fresh or dried herbs to foods transforms ordinary meals into extraordinary meals.



Product Demo & Tasting

11 a.m. to 2 p.m.

Nature's Path oatmeal with fresh organic bananas

3

National Orange Juice Day

Celebrate with a bottle of fresh-squeezed OJ from our produce department

4

New Frontiers Annual Day of Beauty

Sample skin and bodycare products. Reps on hand for consultations.

5

Product Demo & Tasting

12 - 3 p.m.

Noosa Yoghurt

6

7



National Women's Health Week

Empowering women to make their health a priority.



National Shrimp Day

Check out our seafood department for fresh or frozen shrimp

10

Product Demo & Tasting

12 - 3 p.m.

Glutino pretzels with Bucha Kombucha

11

Product Demo & Tasting

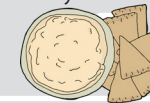
11 a.m. to 2 p.m.

Think Thin bars with Honest tea

12

National Hummus Day

Our deli makes the most amazing hummus - try some today!



World Fair Trade Day

Support the livelihood, safety, and well-being of farmers and artisans by shopping Fair Trade.



14

National Chocolate Chip Day

Try the silky smooth chips in our Bulk Department.



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16

Product Demo & Tasting

1 - 4 p.m.

Newman's Own cookies with Wallaby kefir

17

Product Demo & Tasting

12 - 3 p.m.

Rudi's bread with Shady Maple maple butter

18

Product Demo & Tasting

11 a.m. to 2 p.m.

Bakery on Main granola served with yogurt

19

5% Friday

Shop today to benefit SYV Youth Recreation.

Free lecture

Dr. Anderson discusses women's health issues

20

21

22

Product Demo & Tasting

1 - 4 p.m.

Free samples of Green & Black's chocolate

23

Product Demo & Tasting

12 - 3 p.m.

Montebello Pasta with Mezzetta Pasta Sauce

24

National Brown Bag-It Day

We're observing it by offering free samples of mini peanut butter and jelly sandwiches

25

Product Demo & Tasting

1 - 3 p.m. Kind/Clif bars with Bucha Kombucha

26

It's Salad Month - Toss up a bowl of freshness with some fresh, crisp organic lettuce from New Frontiers' own organic farm.



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29

Memorial Day



30

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New Frontiers Events & Information

Day of Beauty

Thursday., May 5 • 12 - 4 p.m.

We invite you to New Frontiers' annual Day of Beauty, where you can celebrate natural beauty and Mother's Day. Enjoy free:

- Skin and body care product samples;
- Consultations with health and bodycare representatives from Bio K, Mad Hippie, Derma E, Barleans, and Nutraceutical Brands;
- A chance to win special Day of Beauty gift baskets from: Garden of Life, Michael's, Blue Bonnet, Burt's Bees, Nubian Heritage, Derma E, Andalou, MyChelle, Original Sprout, Borlind, plus one filled with gourmet chocolate;
- Tea, sweet treats, and much more.

Join us Thursday, May 5, from 12 - 4 p.m. for our annual Day of Beauty.

New Frontiers 5% Day

To benefit SYV Youth Recreation

Friday, May 20

On the third Friday of each month, New Frontiers donates 5% of the day's sales to a local non-profit organization. This month's recipient is Santa Ynez Valley Youth Recreation, which provides and supplies youth recreation facilities and programs in the Santa Ynez Valley. As the saying goes: healthy bodies - healthy minds - healthy souls. Since our donation is based on a percentage of sales, you can help by shopping with us on this day.

Women's Health Insights

with Dr. Greg Anderson, D.C., ACN

Friday., May 20 • 12:30 p.m.

Education is a core value for us here at New Frontiers, and so part of our store mission is "to educate ourselves and others." One way in which we do this is by presenting free educational seminars to the public on a wide variety of subjects aimed at improving our quality of life.

Dr. Anderson is a chiropractor and clinical nutritionist who will discuss various women's health issues, including:

- Understanding female hormones;
- History of synthetic hormones;
- Hormone replacement;
- Birth control;
- Breast cancer;
- Hormone testing today;
- Strategies for Hormone balance.

Please join us for this important and informative lecture, presented in the conference room in our Home Office, Suite A-7.

Art in the Deli

Photographic images by Jason Phillips

all month long

New Frontiers contributes to quality of life by presenting Art in the Deli. This month, we feature work by Jason Phillips, who said, "My mission is to professionally use my skill and creativity to provide you with images that will evoke memories and feelings, and encourage the viewer to go beneath the surface image to discover more than a first glance might reveal."

It's Mediterranean Diet Month; a great time to tweak your diet

The Mediterranean Diet is considered one of the healthiest "ways" of eating.

It emphasizes:

- Eating primarily plant-based foods, such as fruits and vegetables, whole grains, legumes and nuts;
- Replacing butter with healthy fats, such as olive oil;
- Using herbs and spices instead of salt to flavor foods;
- Eating fish and poultry at least twice a week;
- Limiting red meat to no more than a few times a month; and
- Drinking red wine in moderation (optional).

The diet also recognizes the importance of being physically active, and enjoying meals with family and friends.

Research suggests that the benefits of following a Mediterranean-style eating pattern, if eaten for a number of years, may include: reduced risk of developing heart disease, cancer, high blood pressure (hypertension), type 2 diabetes, Parkinson's disease and Alzheimer's disease. It has also been shown to be a successful strategy for healthy weight reduction.

We have a great selection of organic and pesticide-free fruits and vegetables, non-irradiated herbs and spices, sustainably-caught fish and humanely raised poultry without hormones or antibiotics to help support you in your healthy choices.

Fresh OJ every day!

We offer fresh-squeezed orange juice every day in our Produce Department. We use local organic Valencia oranges, sometimes blended with Navels or even tangerines, to give you the sweetest



flavor for your soul-satisfying enjoyment. We offer our fresh-squeezed juices in three sizes; 16-, 32- and 64-ounces. These are summer oranges, and this juice will just continue to get sweeter from now through September.

Sweet Summer Strawberries

Strawberries are one of summer's most delightful treats. We're lucky to live in an area so abundant with this amazing fruit, and we are featuring locally grown **Organic Strawberries**, from Santa Maria, on sale for \$2.99 a pound!

Sunscreen, Naturally

We carry a wide selection of effective and healthy sunscreens that help prevent sun damage without harmful side-effects.

We recommend a physical barrier sunscreen with the active ingredients zinc oxide and/or titanium oxide. These types of sunscreens are very effective in blocking both UVB and UVA sun rays and are considered to be the safest. Select water resistant, SPF 30 creams that are free of sulfates, parabens and phthalates. This year consider a product that is also gluten-free, cruelty-free, and offered in biodegradable packaging.



New Frontiers
natural marketplace

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