



— Food for Health —

Wellness Newsletter

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A Guide to Functional Drinks

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— Mel Jatsek



What are Functional Beverages?

When a popular soft drink does a complete 180, transforming into a low-sugar, high-fiber beverage designed to feed healthy gut bacteria, you know the times are a-changing.

Now more than ever, people are seeking results from their food beyond merely satisfying hunger and thirst. And when enough of us demand it, food companies respond. That's exactly what happened with Slice, the 1980s fruit-flavored soda mentioned above that, except for the can, bears no resemblance to the original drink..

Why Do You Eat What You Eat?

What we eat is important, but even more important is the why behind the what. In other words, why do we eat what we eat?

Taste, food cravings, family traditions, dietary restrictions, and nutrition are some of the reasons people give for their food choices. Another driver of choice is the desire for a specific physical, mental, or emotional outcome.

I've often said that our health would drastically improve if we approached eating with an end in mind. Namely, letting our desired outcome drive our food choices.

A desired outcome may be to:

- Normalize blood sugar
- Improve skin health
- Lower inflammation
- Reduce joint pain
- Gain energy
- Improve mental focus
- Reach a healthier cholesterol profile.
- Feel happier

This is where the world of functional foods and beverages comes to help us out.

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WHAT ARE FUNCTIONAL BEVERAGES? *CONTINUED*

Functional Beverages: Strategic Thirst Quenchers

Functional foods provide targeted health benefits—beyond basic nutrition—to actively support overall wellness. Fx Pillar 6 is dedicated exclusively to functional foods, which include an array of herbs, spices, fermented foods, mushrooms, and functional food powders.

Functional beverages are infused with these health-boosting ingredients to help you nourish and hydrate with purpose.

This article highlights the unique assortment of Fx-Approved functional beverages available in Heinen's Wellness Department, designed with your end goals in mind.

Digestive Relief, Fitness, Stamina, and Endurance

ARMRA Colostrum Soda: With over 400 bioactive nutrients, ARMRA Colostrum™ fuses nature's first food with cutting-edge science, and is available for you to enjoy as a refreshing fizzy beverage!

Hair, Skin & Nail Health

Perfect for anyone looking to support skin health while enjoying a light, refreshing beverage!

- Pretty Tasty Collagen Iced Tea
- Vital Proteins Collagen Sparkling Water

Improved Stress Response

- Trip: Made of adaptogenic herbs, mushrooms, and amino acids to promote a balanced mood and feelings of well-being.
- Vybes: This tasty magnesium-rich beverage supports relaxation and sleep.

Focus and Mental Clarity

Ginsa Sparkling Ginseng Tonic: Red ginseng is an adaptogenic root believed to benefit circulation, concentration, energy, stress response, and mood. It's also the main ingredient in this new functional beverage at Heinen's.

Energy Boost (minus the jitters)

Just Ingredients Energy + Brain Boost Soda: A sparkling energy drink powered by 100 mg of organic green tea caffeine and paired with adaptogens like ginseng and maca root, nootropics like L-theanine and citicoline, and active B vitamins to help support steady energy.

Cleansing & Detoxification

Be Amazing: Shelf-stable, ready-to-drink greens with fruits, veggies, mushrooms, and cleansing functional ingredients like spirulina and chlorella.

Gut Health

PROBIOTIC DRINKS POPULATED WITH HEALTHY BACTERIA:

- Culture Pop
- GTs Kombucha
- Humm Kombucha

PREBIOTIC DRINKS TO FEED YOUR HEALTHY BACTERIA:

- Popwell
- Poppi
- Olipop
- Slice

Key Takeaway

From gut health to energy and mental focus, people are increasingly letting their wellness goals guide their food choices—and functional foods and beverages are making it easier to eat and drink with purpose. So go ahead and create your own personal “wish list” and let Heinen's Wellness Consultants help you find a refreshing Fx-Approved functional beverage to support it.

**Be sure to check with your healthcare provider before beginning any new supplements.*



THE BENEFITS OF HYDRATION AND MORE WAYS TO STAY REFRESHED



Water covers 71% of the Earth's surface. That's no accident! Water is essential to the life of all things, from the tiniest blade of grass to the most complex beings like you and me.

Think of your body like an ocean, made up of 60% water. Your brain is 80% water, and your heart and skin are around 75% water. Water is critical for survival, but when it comes to our health, we tend to focus more on food. In reality, drinking water is even more crucial for your general health and survival.

Water: The Elixir of Life

It's been said that water is the most important nutrient because it benefits your body in the following ways:

- Regulates body temperature
- Lubricates joints
- Flushes out waste products
- Carries nutrients and oxygen to cells
- Prevents and alleviates constipation
- Helps dissolve nutrients from the food you eat so your body can use them

The benefits of water don't stop there! When it comes to hair, skin and nails:

- Water comprises one-quarter of a healthy strand of hair. When you are properly hydrated, your hair gains strength and volume.
- Dehydrated skin lacks moisture from the inside and may appear dry, itchy, dull and wrinkled. Drinking plenty of fresh water is essential to restoring more youthful-looking skin.
- A hydrated person's nail plate is 18% water. Anything less will cause nails to become brittle and fragile.

How Much Water Should You Drink?

Many calculations exist for determining how much water you should be drinking daily. I have found that the most reliable way to test hydration status is to simply look at the color of your urine. If it is pale yellow and almost clear, you are well hydrated. On the other hand, if your urine is the color of apple juice or beer, this is a sure sign you are dehydrated and need to drink more water.

Understand that your water requirements fluctuate based on several conditions. Body weight, hot weather, illness, exercise and thirst all demand that you drink more water. Keep in mind that once you begin feeling thirsty, your body is already dehydrated. So don't wait until you get to that point.

Start by drinking 48 ounces of water each day and increase from there, if necessary.

When Plain Water Gets Boring

Without a doubt, plain, well-filtered water is your best bet. But sometimes it can get, well, a little boring! Lucky for you, there are several options to break up the monotony.

- Squeeze a lemon, lime or orange into your water, or drop in a few cucumber slices.
- Make your own fruit-infused water or pick up some Hint or Spindrift water from Heinen's.
- Brew a pot of unsweetened matcha green tea and pour it over ice for a delicious beverage that's loaded with antioxidants.
- Add a scoop of Ancient Nutrition Super Greens powder to your water. It's a delicious way to stay hydrated and get a dose of greens, fruits, herbs and probiotics.
- Hydrate with HOP WTR, a sugar-free sparkling beverage made with hops, adaptogens, and nootropics to help you cope with everyday stressors and support cognitive function.
- Treat your tastebuds to a bottle of organic Lemon Perfect reverse osmosis lemon water. It's sweetened with stevia leaf extract, so you don't have to worry about added sugar.
- Crack open a bottle of Heinen's sparkling water. With several flavors to choose from, you'll never get bored!

Key Takeaway

The fastest way to fail at anything in life is to submit to the belief that massive change is necessary to receive benefit. Nowhere is this fallacy more prevalent than with one's health. Since water is the most important substance to your body, it only makes sense to start there. Beautiful hair, skin and nails are the cherries on top of a rich "sundae" of benefits that come with a well-hydrated body.

SUPER ENERGIZING SMOOTHIE

The following recipe was provided by Heinen's Chief Dietitian, Melanie Jatsek RD, LD



Prep time: 5 minutes; Servings: 1

Getting your greens just got a whole lot easier thanks to this creamy, satisfying smoothie loaded with tropical goodness.

Ingredients

- 10 oz. unsweetened plant-based milk (almond, cashew, coconut, hemp, oat, soy)
- 1 scoop greens powder
- 1/2 banana
- 1/2 cup frozen mango or pineapple
- 1/2 small avocado
- 1 Tbsp. of Heinen's freshly ground almond, walnut or peanut butter

Instructions

Add ingredients to blender in the order listed and blend until smooth.

Nutrition Information

Serving size: 1 smoothie
Calories: 360
Carbohydrates: 39 grams
Protein: 9 grams
Total fat: 20 grams
Saturated fat: 2 grams
Fiber: 9 grams
Added sugar: 0 grams
Sodium: 245 mg
Potassium: 754 mg

Note: Nutrition information is provided as an estimate only.



Club Fx is a FREE program for Heinen's Tasteful Rewards members that offers education, nutrition tips, product recommendations and recipe inspiration for customers to live their healthiest lives. Interested in becoming a Club Fx member? Update your Tasteful Rewards account to ensure you get our weekly emails and access to personalized nutrition services!