

# Your winning line-up



**Natural Lifestyle** reveals the winners of our coveted accolades.

The results are in and we can now announce the winners of the *Natural Lifestyle* Awards 2011. We would like to thank all our readers who cast their votes and here, you can find out just what our deserving winners think of their awards. Many congratulations to our winners and runners-up.



## BEST FOOD AND DRINK PRODUCT

**Organic Raw Coconut Oil, Tiana**

Coconut oil has gained a large following in recent years and for good reason. Tiana's Extra Virgin Raw Cold Pressed Coconut Oil helps boost the metabolism, giving you energy and can help with weight loss. It also contains lauric acid, and helps support the immune system. And it's incredibly versatile, able to be eaten raw, instead of butter (even on toast) and as an oil in any cooking and baking.

**RUNNER-UP:** Organic fruit juices, Organic Village



## BEST NEW PRODUCT

**Organic Burst Wheatgrass**

Part of a new range of superfoods from Simply Organic Europe, Organic Burst products include açai, useful for anti-ageing, baobab for its revitalisation properties, and maca for energy and hormonal balance. Organic Burst superfoods are completely pure and don't contain any fillers, chemicals or additives, and are grown without pesticides or chemical fertilisers. They are also vegan and certified organic by the Soil Association.

Katya Igumentseva, from Organic Burst, said: "We would like to thank everyone who voted for us and discovered the true health benefits of taking Organic Burst supplements. Thank you for supporting pure, organic and ethically sourced products."

**RUNNER-UP:** Faith in Nature Pomegranate and Rooibos range



## BEST ECO/HOUSEHOLD PRODUCT

**Non-bio Concentrated Laundry Liquid, Ecover**

Ecover's Concentrated Bio and Non Bio Laundry Liquid results in 54 per cent less packaging per wash and 68 per cent less transport miles. With a fresh scent of lavender, this laundry liquid secured the Good Housekeeping Institute's GHI stamp of approval in 2010.

Emma Martin, Brand Manager at Ecover, commented: "At Ecover, we work hard to make sure our products are gentle and effective so being recognised for this award is fantastic. We have an exciting year for us as we're launching our Feel Good Cleaning campaign and our first UK TV ad, so to start it off by winning the award is very exciting."

**RUNNER-UP:** Orange Mate Multi-Surface Cleaner, Earth Friendly Products

## BEST HERBAL PRODUCT

**Cough Remover, Potter's**

This award comes at a celebratory time at Potter's as the much-loved herbal company marks its 200th anniversary in 2012. To tie in with the milestone, Potter's has given its successful cough and cold range a facelift, which includes Cough Remover. This herbal remedy is suitable for all types of coughs, is pleasant tasting and includes a blend of beneficial ingredients, such as black cohosh, lobelia, pleurisy root, skullcap and hyssop.

Iain Laing, Group Marketing Manager at Potter's, said: "We are delighted to receive this award from readers of *Natural Lifestyle* in recognition of the enduring popularity of Potter's traditional herbal remedies. Potter's celebrates its 200th anniversary this year and this award gets 2012 off to the perfect start."

**RUNNER-UP:** Echinaforce, A.Vogel



## BEST BODY/PERSONAL CARE

**Baby range, Weleda**

Winning a *Natural Lifestyle* Award is the latest in a long line of accolades for the Weleda Baby range. Made with genuinely all-natural ingredients, including organic calendula, products range from Calendula Nappy Change Cream, Calendula Bath and Calendula Lotion. So far, the range has won more than 13 awards in the last 12 months and has gained a following among midwives and celebrity mums.

Commercial Director, Jayn Sterland, said: "In 2011, our anniversary year, we are delighted with our clutch of new trophies for the Weleda Baby range, but we will particularly cherish this latest one, the *Natural Lifestyle* Award for Best Personal/Body Care. This award was voted for by our most loyal and discerning fans, who shop in natural health stores and are well informed by *Natural Lifestyle* magazine. It's testament to the quality of a range conceived over 50 years ago, and reaffirms that we are still getting it right today. Thank you."

**RUNNER-UP:** Jason Jojoba Shampoo



## BEST SPORTS

**MicOrganics Hawaiian Spirulina**

Spirulina contains complete balanced protein, including all eight essential amino acids, is easily digested and is quickly absorbed. It is high in beta-carotene, chlorophyll, vitamins, and gamma linolenic acid, but low in fat, sodium, and cholesterol. On analysis, Hawaiian Spirulina comes out ahead of all other strains of spirulina on most important nutrient indicators. Pure air, pure water from the depths of the Pacific Ocean, and the latest in aquaculture drying technology make it possible to create this amazingly nutritious and energising, completely natural and highly absorbent superfood that is the oldest continuously-cultivated spirulina.

Paul Hoole, from Bestcare, which distributes MicroOrganics Spirulina, said: "We are delighted with the award and look forward to being able to assist people even more in the future."

**RUNNER-UP:** James White, Beet It



## BEST SUPPLEMENT

**Omega 7, Pharma Nord**

Studies have shown that sea buckthorn oil can help lubrication from within, helping tackle problems of dry eyes, dry mouth and intimate dryness. And so Pharma Nord launched Omega 7, made with sea buckthorn oil, which is rich in omega 7 fatty acids. These fatty acids are important components of the mucous membranes, which line and lubricate the vagina, eyes, mouth and digestive tract.

Rasmus Henriksen, National Sales Manager at Pharma Nord UK, commented: "Omega 7 continues to benefit many thousands of customers and it is one of our most popular products. The range of health benefits is impressive; it's entirely natural and suitable for vegans and vegetarians. In a recent survey, 99 per cent of users told us they would recommend it, which is high praise indeed. This award confirms how well-loved Omega 7 is and we're proud to receive it. Thanks to all who voted."

**RUNNER-UP:** CherryActive Concentrate

