

BIRTHDAY  
RELAUNCH ISSUE

SPRING 2017

# My Hardy's

We'll get you feeling good!



## Ask a Hardy's Expert

*Introducing Hardy's  
Naturopath Diana Burgess.  
Feeling fab at 50!*

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## Getting Nostalgic

*The remedies that remain  
as hot as ever!*

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Love  
The Skin  
You're In  
♥

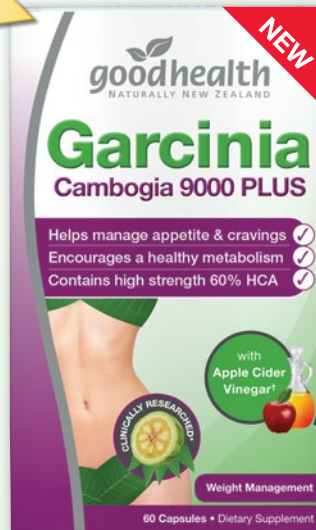


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# Editor's note

Spring is such a special time of year – there's something magical in the air and the promise of summer is just around the corner. While we think our health and wellbeing should be a priority all year round, we often need a bit of extra TLC following the winter months, to help us get a bit more of a spring back in our step. You'll find this issue packed full of ideas for doing just that.

This month, we're also celebrating a milestone – it's our 31st birthday. Call us nostalgic, but we've taken the opportunity for a trip down memory lane, both to look at Hardy's own history, as well as the ways in which the world of natural health has evolved since then. And while many of our fabulous brands continue to innovate, we've also got a special appreciation for some of the 'old faithfuls' that work as well now as they always have.

We hope you enjoy the revisiting of old in this issue of MyHardy's - and that you'll also join us in embracing the new, by checking out our entirely new website online now at [www.hardys.co.nz](http://www.hardys.co.nz)

Being an expert naturopath and recently celebrating my 50th, I would like to encourage you to follow our blog and subscribe to updates, or join us over on Facebook. Whether you're keen to hit 50 feeling fabulous, or simply take proactive steps now to be the very best you can be, come along with Hardy's on your health journey. We guarantee we'll get you feeling good.

Until next time,



Diana Burgess

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## Famous Carrot Cake

We've revamped the once-famous Hardy's carrot cake for our birthday (with a gluten free and dairy free adaptation!) and will be serving this beautiful, healthy treat in-stores during the last week of October, so pop in and try a piece!

## BE IN TO WIN

### -A Summer Getaway!-

Spend \$50 in-store or online to go in the draw to win a luxury weekend for two – including airfares, two nights accommodation and a rental car with unlimited kilometres on the clock.

Terms and conditions apply. Winner will be drawn 1st December 2017.

# Our Happy Birthday and a little history...



## Hardy's journey to becoming a household name in New Zealand

October marks our Hardy's birthday – we're 31 this year! We're not feeling old just yet (and have our good health to thank for that!), but we are enjoying looking back so, in the spirit of nostalgia that you'll feel throughout this issue, we thought we'd share a little of the history of Hardy's – our journey to becoming one of New Zealand's most trusted brands...

The Hardy's story starts back in 1986 when Marg and Murray Hardy purchased their very first health store in the Waikato. A traditional health store, reminiscent of the era, the flagship Hardy's store offered bulk foods, a basic range of supplements and café-style food to take away; in fact, the first Hardy's was renowned for the healthiest sandwiches and carrot cake in Hamilton.

The 80s saw the natural health industry innovating and evolving and the introduction of products and brands that, like Hardy's, have also gone on to become household names in New Zealand: Lifestream, with their aloe vera and spirulina; Good Health, with the first release of evening primrose oil; and Living Nature, the first totally natural skin care range. Hardy's were right there with them, and it was from this grounding that our brand was created and developed.

Alongside changes in the industry, Marg and Murray were, themselves, becoming increasingly passionate about offering quality natural health solutions and educating New Zealanders around alternatives for their health.

**Quality products, great service, and professional advice became the cornerstone pillars of the Hardy's brand – as important back then as they are today.**

Fast-forward to the early 90s and six new-look, modern stores were designed, each positioned in high-profile shopping centres, and each expanding the Hardy's offer and range of products. By the mid 90s, these stores had attracted highly motivated and dedicated franchisees and New Zealand's most successful natural health franchise was born, which, in later years, topped 26 stores around the country.

Adding to the iconic Hardy's brand was the commissioning of the Hardy's jingle by quintessential Kiwi ad man, Len Potts, who created some of the country's most memorable campaigns, including Barry Crump's mud-splattered Toyota adverts and the anthem for Team New Zealand's first America's Cup attempt. Featuring in the NZ Advertising Awards, and being included in Her Business magazine's line up of the most iconic Kiwi brands – alongside the likes of Farmers and Edmonds – further cemented Hardy's as a household name.

In 2012, the Hardy's brand and franchise business was sold to Mark Carlson, a businessman from Melbourne, before mid-2017 saw the brand purchased by long-time store owners Diana and Vince Burgess. Diana, a Naturopath, and Vince, a businessman, are both passionate about

“

At its heart, Hardy's strategy always was – and remains – that of educating Kiwis about natural products and the ability of these products to improve the experience of various ailments”

maintaining the strong brand values that Marg and Murray started the business with over 30 years ago.

At its heart, Hardy's strategy always was – and remains – that of educating Kiwis about natural products and the ability of these products to improve the experience of various ailments. This, along with their highly personalised customer service, mean that when you *“Come into Hardy's you will walk out feeling good...”*

# Celebrating both the old and new with *Lifestream*

Just like the Hardy's story goes way back, Lifestream have a legacy of nearly 40 years of delivering innovative natural health products to New Zealanders.

While they may have been around a while – in fact, they were one of Hardy's initial foundation brands – the 100% New Zealand-owned and operated company has well maintained their point of difference in the market and, still today, continue to innovate.

## Plant-powered wholefoods

One of the things that make Lifestream products special and different is their focus on keeping their health foods and dietary supplements wholefood-based. Far more than just a buzzword, wholefoods for Lifestream mean a commitment to harvesting raw materials and using these to craft their capsules and powders... a commitment they take seriously, for good reason.

At Lifestream, the belief is that Mother Nature knows best. And she does, as products that are made from whole and real foods are inherently more recognisable to the body than their synthetic counterparts, meaning they are more bioavailable. By unlocking the power of nature, Lifestream's plant-based real food supplements contain natural nutrients that are more easily absorbed than chemically manufactured options. Even better, Lifestream derive their ingredients from high-quality, ethical, sustainable (and organic, where possible!) sources so their products have the best possible positive impact on both our bodies and the planet.

## Market leaders

As well as their commitment to wholefoods, Lifestream have a long legacy of leading the market. Understanding that not everyone can attain a perfect diet everyday, Lifestream were the first brand to recognise the value of superfoods and launch the superfood category in New Zealand.

Cornerstone to this were Lifestream's introduction of both aloe vera juice and spirulina to the market – the brand's initial claims to fame. Think of them as early adopters; they recognised the powerful potential of

aloe vera to balance alkalinity in the body, benefit digestion, provide healthy hydration and support liver function and immunity. Similarly, they harnessed the potential of spirulina, the single most nutrient-dense food on earth, early on.

From this foundation came the rest of Lifestream's expertly designed range of nutritional products, delivering on their mission of supporting people to be the very best that they can be.

## Continually innovating

While many of Lifestream's products may be tried-and-tested 'old faithfuls' (their aloe vera juice and spirulina products are still popular, relevant and effective today) the brand have been sure not to rest on their laurels. Instead, Lifestream continue to innovate, maintaining their market-leading position and their reputation as a household name in New Zealand. We know that the world of scientific research is on a path of continual discovery and Lifestream are right there at the forefront, harnessing the latest findings in their commitment to helping people live healthy, positive lives, filled with natural vibrancy.

The latest release from Lifestream is an extension to their Advanced Probiotics range. Although the benefit of balancing the good bacteria in the body has long been known, the proof surrounding the gut's link to our mind and our immunity, is more recent. As opposed to simply flooding the gut with good bacteria, specific strains of probiotics are being used to target specific health concerns.

New to the Lifestream range are their Advanced Probiotics Mood + Immune and Advanced Probiotics Metabolise. Where the former is symbiotically formulated with four premium strains and a prebiotic to promote immunity, gut health and healthy mood balance, the latter contains seven specifically chosen strains and a prebiotic that supports the metabolic system and promotes healthy weight maintenance.



Aloe Vera Juice  
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Spirulina Balance  
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+50 tabs FREE  
\$34.90



# Get a Spring in your Step

& your body feeling fabulous

Back to  
Basics:



There's lots of buzz around new products and many of us are guilty of looking for a magic bullet to solve our problems. While there are heaps of new products that work wonders – and we firmly believe that quality natural supplements play an important role in helping us both restore and maintain our health and wellness – it's also worth remembering that there's a lot of good in the old.

We've loved seeing the 'back to basics' approach that's been popular recently – trying to recapture many of the aspects that our mothers and grandmothers advocated for good health. We'll admit that we're feeling a bit nostalgic this issue, but even the research points to the fact that there's something to be said for going back to basics.

As we shake off our winter hibernation and want to put the spring back in our step for spring, many of us are starting to think about some form of detox – to rid ourselves of our winter indulgences and

get our bodies feeling fabulous.

A detox doesn't have to be complicated; in fact, some of the simplest things we can do for our body and our health can be the most effective. So how do we best apply this approach to getting ourselves feeling fabulous?

## SIGNS YOUR SYSTEM MIGHT NEED A DETOX

What might you be feeling that could clue you in to the fact that you'd benefit from a detox?

- Fatigue, muscle aches and joint pain
- Headaches and difficulty concentrating
- Food cravings and trouble losing weight
- Digestive issues like gas, bloating, constipation or diarrhoea
- Skin problems including acne, rashes, eczema, psoriasis or even puffy, dark circles under your eyes

## First comes food

There's so much information nowadays surrounding food, and so many tempting treats and culinary creations lining our supermarket shelves, that it can be hard to eat well – or to know what eating well looks like anymore. Food is an area, however, where the basics really are best.

'Clean eating' may seem like a buzzword but, at its most basic level it consists of eating real, unprocessed food – things that don't come in a packet. It's a common-sense, 'back to basics' approach that avoids the complicated menu plans or lopsided, single-food focus that some diets recommend. Processed foods are often packed full of excess sugar, salt and preservatives (among other things) so our bodies have to work extra hard to break these foods down and utilise them.

Real or 'clean' food on the other hand is the stuff that our bodies can recognise – it's what we've been programmed to eat over centuries, so our bodies have a much easier time digesting and utilising these foods. Some talk about this approach as eating something from "plant, tree, animal and sea." (Note: no mention of 'packets') Foods from these natural sources take some of the load off our bodies; think of them as a natural detox.

There's a perception that healthy eating is more expensive, but if you buy 'in season' produce and visit your local farmers and growers markets, you can find value. Look for a variety of foods too – aiming to eat all the colours of the rainbow. Different coloured foods not only brighten up your dinner plate, they also contain different vitamins, minerals and nutrients. We know the importance of ample greens, so add red cabbage, purple beetroot, bright yellow and orange capsicum and deeply hued berries to your meals to bring in more of the rainbow.



### Step up your skincare

Good health doesn't just come down to what we're putting in our bodies, but what we put on them also. As the seasons change, look at the products in your skincare and beauty regime – are there any that you could trade for more natural alternatives?

The products we apply to our skin, scalp, nails and even our lips also add to the load we're placing on our body. It's believed that the average woman swallows up to 2 kilograms of lipstick in her lifetime – and that's just one product! Check out our range of more natural alternatives in store, or turn to page 10 for more natural beauty tips.

Our bodies are incredible machines, and will do much of the job of detoxing on their own. However, sometimes they can do with some help. As well as the lifestyle changes that can help you put the spring back in your step, talk to the expert team at Hardy's about specific supplement support to get you feeling fabulous again. From probiotics to balance the flora in your gut, to enzymes that help you better utilise the food you're eating, to an adrenal support formula to help during times of stress, to a quality multivitamin or spirulina to pack a superfood punch, we can help determine what's right for you – and ensure you walk out feeling good.

### Drinks to aid detoxing

Food's one (important) part of the equation, but it's not the only thing we're consuming; look at what you're drinking daily too. Are you getting enough water each day? So many of us struggle with this – particularly over the winter months.

Consider swapping one of your coffees, black teas or that sneaky afternoon soft drink for a herbal tea that supports your system, or add a dash of aloe vera juice or a squeeze of lemon to a glass of water to flush your digestive system and rehydrate the body.

Another idea, if you do want to give your body a chance to detox, is cutting back on alcohol consumption ahead of the 'silly season'. Alcohol can wreak havoc on the digestive system and adds to the load of what our bodies are trying to deal with and process.



Recipe:

# Lifestream Green Smoothie

Another healthy drink option, this green smoothie is rich in enzyme-live foods that not only taste delicious but will help you to feel fabulous.

Combine the following ingredients in a blender – and blend until smooth. Enjoy!



- 1 cup plant-based milk (eg. almond, coconut, oat, rice)
- 2 cups greens (eg. spinach, kale)
- 1 banana (peeled)
- 2 kiwifruit (skins on or off, your choice)
- ½ avocado (peeled, pit removed)
- 1 tsp Lifestream Spirulina powder
- 1 tsp Lifestream Barley Grass powder
- 1cm piece fresh ginger, peeled



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# -Old Fashioned- Healthful Hints



## An apple (cider vinegar shot) a day keeps the doctor away

Around since the days when Hippocrates was the father of modern medicine in Ancient Greek times, apple cider vinegar has been making somewhat of a comeback in more recent years; however, most are unaware of just how many uses it actually has! Full of beneficial enzymes, pectin, and trace minerals, apple cider vinegar has not only been found to kill bacteria, it also has a stabilising effect on blood sugar levels and increases feelings of fullness. It can also help correct acid levels in your stomach – helping with digestion and the absorption of nutrients.

Full of antioxidants, including chlorogenic acid, apple cider vinegar has been shown, in another study, to protect LDL cholesterol particles from becoming oxidised, which helps to protect our heart. Able to be used topically, apple cider vinegar can soothe the pain and swelling of stings, and it's great as a hair rinse or a foot soak also. While it's not quite as tasty as a cup of apple cider, try adding a teaspoon of high quality apple cider vinegar to a cup of water each morning and work up the amount of vinegar and frequency. According to the experts, the ideal quantity is two tablespoons a day mixed with a cup of water. It's also great added to salad dressings, and can be used as a mouthwash that gets swallowed after you've gargled.



## Carrots really do help your vision

This may seem far-fetched, but there actually is a link. Carrots contain beta-carotene, which helps the body to produce vitamin A. Vitamin A is a key ingredient for healthy, well-functioning eyes, helping us avoid cataracts and slightly improving night vision. However, don't be fooled; a few carrots won't suddenly have you seeing like a cat. Have a look out for carrots in a variety of colours which provide different nutrients.

Old wives tales – or the 'back to basics' tips that work? In this issue we take a look at some old-fashioned Healthful Hints...

## The old lemon + honey works wonders



Not only what your grandmother once advised; this one has been proven by science to work. Honey is a demulcent, meaning that it forms a mucous membrane that soothes irritation of infected areas. Good quality honey is also antibacterial, and was used in ancient times – and ever since – to heal wounds and reduce infection.



## Feeling at ease, with evening primrose oil

We know that we need the right balance of omega 3 and omega 6 for our bodies (and brains!) to be functioning at their best and that, because the body can't make them, we need to consume these essential fatty acids through food. In fact, the healthy fats that we consume act as carriers for important fat-soluble micro-nutrients, like vitamin A, D, E and K, and are needed for mineral absorption and converting carotene to vitamin A.

Evening primrose oil is a rich source of essential omega-6 fatty acids; in particular gamma linolenic acid (GLA) and linoleic acid – both of which are essential components of myelin, the protective coating around nerve fibres and cells. Although it might have been around for decades (it was one of Good Health's first products – and the first that Hardy's took on 30 years ago!), evening primrose oil is still an effective option to help balance hormones, ease pain, and maintain skin, hair, and bone health. In fact, evening primrose oil has been found to improve pain and stiffness in people with rheumatoid arthritis and has been successfully used by many women to combat the symptoms associated with PMS. Talk to a Hardy's expert about whether supplementation with evening primrose oil could be right for you.





# DIANA'S CORNER

At Hardy's, we're all about a holistic view to health, and the same thing goes for our thoughts on detoxing. While our bodies do their own detoxing every day, they sometimes need a bit of a boost – something to kickstart the process.

On page 6 we shared the signs that your body might need a proactive detox, so if you're experiencing any of these things, talk to one of our expert team about our fantastic solutions to get your detox underway. Spring cleaning time is the perfect opportunity to take it up a notch for our bodies, as well as taking a detoxing look at all aspects of our environment.

*"Edit your life...  
Keep what is useful,  
important, beautiful...  
Get rid of the rest..."*

To continue reaping the maximum benefits following a cleanse, many of us need to make a few lifestyle changes. For some of us, it's small and sustained shifts that work – Meat-free Monday, Digital Detox Tuesday or No-Wine Wednesday.

For others, you might pick something different to focus on each week – enhancing the amount of water you're drinking one week, reducing coffee consumption the next. Think about places you could make improvements, and break them down – remembering that often the subtle shifts are the most realistically sustainable and you should never underestimate the impact that just one change can have on your overall vitality.

Naturopath Diana recommends...

## Nuzest Clean Lean Protein

We know that protein is an important building block in the body and it's good to get your protein from a range of sources. For an easy source, we love Nuzest's Clean Lean Protein – the world's highest source of plant protein. Vegan and paleo-friendly, as it's made from golden peas, Clean Lean Protein is a yummy and nutritious addition to your smoothies that is easy to digest and absorb – a great option when you're looking to avoid additional digestive load.



## Solgar VM2000

It's great to try and get all we need each day from a healthy and balanced diet, but sometimes our bodies need a bit of a top up – especially during times of stress. We love Solgar's VM2000, a great quality multivitamin that covers off all the essentials and fills in nutritional gaps.

## Skybright Organic Cider Vinegar

Made from New Zealand's sweet sun-ripened apples, Skybright Organic Cider Vinegar is naturally double fermented - enabling it to retain the nutritional benefits of the apple while developing the proteins, enzymes and friendly bacteria that make apple cider vinegar the most potent and health-giving vinegar around. Check out page 8 for more uses and benefits of this wonder tonic.

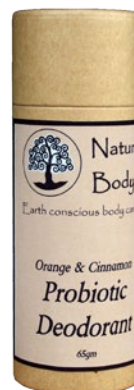


## Nature's Nurse Rapid Recovery Herbal Family Rub

Topical pain relief can be an effective solution and this cream by Nature's Nurse is safe and gentle enough to be used by the whole family. An essential in any family's first aid kit, this rub is great on bruising, aches and joint pain, and can be used for stress relief massage and palliative care.

## Nature Body Probiotic Deodorant

We know that some aspect of what we put on our skin is absorbed into our body, but this is especially true for sensitive areas like our underarms. We love the Nature Body Probiotic Deodorant, which is free of nasty chemicals and utilises two topical strains of probiotics that oxidise sweat and keep odours away, without adding to the toxic load on our bodies.



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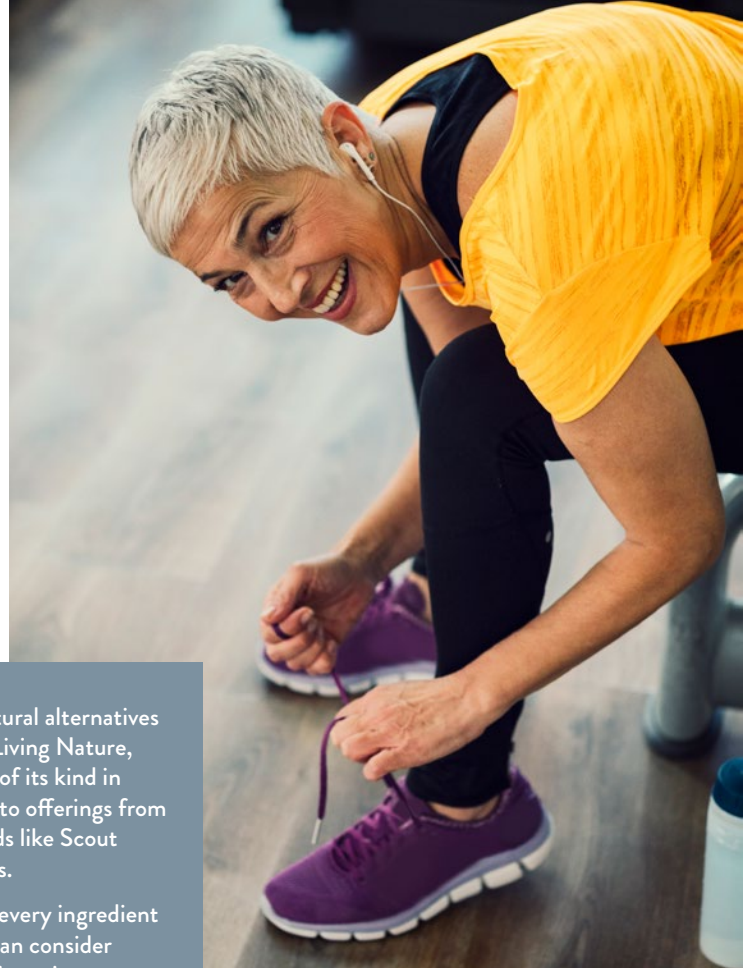
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# Love the skin you're in



When it comes to looking – and feeling – fabulous, what we put on our bodies is as important as what we put in them. Our skin is our body's biggest organ and, because it is porous, it absorbs whatever you put on it. While many chemicals are too large to enter our bloodstream, the experts agree that there are many that are small enough to penetrate. This being the case, it pays to give some attention to what we're putting on our bodies.

A study in the American Journal of Public Health found the face to be several times more permeable than broad body surfaces, so special care needs to be taken when it comes to skincare. Choosing natural and organic options is a good way to go – and we're thrilled

to see so many effective natural alternatives entering the market, from Living Nature, one of the very first brands of its kind in New Zealand 30 years ago, to offerings from Oasis, Antipodes, and brands like Scout Cosmetics and Eco Minerals.

While the task of analysing every ingredient might seem daunting, you can consider some that will be having a bigger impact than others. Think about how often you use certain products and how long they spend on your skin. For example, a lotion that you use all over your body and leave on all day is going to provide much greater exposure than a face cleanser that is quickly washed off.

When it comes to ingredients, the general

rule of thumb is that if you can't pronounce it or have only seen it in chemistry class, do some more digging. Petroleum derivatives, preservatives, synthetic fragrances and dyes go by many names, so do your research or talk to an expert to help you find the purest products possible.

## Natural Nails

A break-through from Scout Cosmetics



For Sylvie Hutchings, her love affair with natural products started many years ago. That love saw her study natural therapies and make her own products in her kitchen when her children were young, before launching eco-beauty brand Scout Cosmetics in 2008.

Her belief in a simple, balanced approach between the natural and mainstream took on an added dimension when Sylvie was diagnosed with Non-Hodgkin's lymphoma in late 2012 and started aggressive fortnightly chemotherapy treatments two days after Christmas that year.

Whatever drug is used, life-saving chemotherapy is tough; affecting your skin, your hair, the way you feel and, for Sylvie, her nails. Many of her nails started peeling, and some nails were threatening to fall off altogether.

"I showed the nurse and she suggested I paint my nails; I looked at her as though she had two heads!" Sylvie explains.

"There was no way I was going to put more chemicals on my body." With that, Sylvie knew what the next product in her Scout

Cosmetics range needed to be.

Sylvie used the five hours she sat receiving each chemo infusion researching and later crafted a breathable, healthier, formaldehyde-free formulation for nail polish. While it wasn't the birth of the brand, it was certainly a turning point, and the nail polish range, like all of Scout Cosmetics' products, strikes that perfect balance of well-respected (and well-researched) natural brand values, with high quality ingredients and maximum efficacy.

An innovative and trusted brand, Scout Cosmetics products combine certified organic and natural ingredients with active compounds and natural (never synthetic) fragrances, making them a pleasure to use. 100% authentic, with no green-washing, Scout Cosmetic products are unashamedly what they say they are.

*We're thrilled to welcome Scout Cosmetics to the Hardy's family – with the nail polish range in store now and the Certified Organic Nutraceutical Superfood Skincare coming soon.*



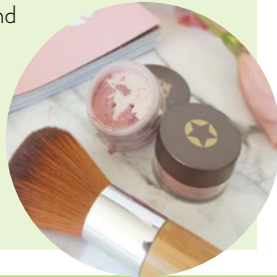
# NEWS & EVENTS

## Brand new website

We're super excited to share with you the launch of our brand-spanking new website! Check out [www.hardys.co.nz](http://www.hardys.co.nz) to access great specials, as well as Diana, our Hardy's expert, sharing her knowledge and advice regularly on the blog. You can subscribe there to stay in the loop – we'll get you feeling good.

## Eco Minerals arrive in store

We're all about loving (and taking the best possible care of!) the skin you're in, so are thrilled to announce the arrival of the vegan-friendly, cruelty-free Eco Minerals make up range in-stores and online. Now you can enjoy the benefits of mineral makeup in an ethically made product; the best of both worlds!



## Let's take 5+ a day one step further this November

We all know that eating 5+ a day is important and each November we are reminded to do so – however, this year, our Naturopath Diana would like to encourage us all to take it one step further. November's challenge: Eat 5+ a day incorporating all the colours of the rainbow and starting each day with a colourful breakfast.

We'd love you to send us your ideas from super smoothies to vege-packed omelettes. Email your family's favourite recipes to [diana@hardys.co.nz](mailto:diana@hardys.co.nz) and we'll share some of the best ones on the blog and Facebook.

“Start your day with the nutrition of colour!”



## It's our birthday – and we're celebrating!



The last week of October marks Hardy's 31st birthday and we've got heaps planned to celebrate in each store. There'll be spot prizes up for grabs, daily specials and in-store tastings all week, as well as birthday cake and a chance to win back the value of your spend as a shopping voucher.

*Spend anything in any of our stores between 23rd and 29th of October and go in the draw to win a beautiful Spring hamper – there's one per store to giveaway!*

## Lifestream launch new probiotics

We've long known the benefits of balancing the flora in the gut for optimum digestion, but more recent research has shown the link between our gut and the brain, as well as our immune system. Lifestream have responded by extending their probiotics range. Now Lifestream Advanced Probiotics, with their 14 strains of beneficial bacteria, are joined by Probiotics Mood + Immune, which is specially formulated to promote immunity, gut health, and mood, and Advanced Probiotics Metabolise, with seven powerful strains that support a healthy metabolism. Talk to a Hardy's expert about whether one of these market-leading new probiotics could be right for you.



Find your local Hardy's store online at [www.hardys.co.nz](http://www.hardys.co.nz)

## Feel good **FLASH BACK**

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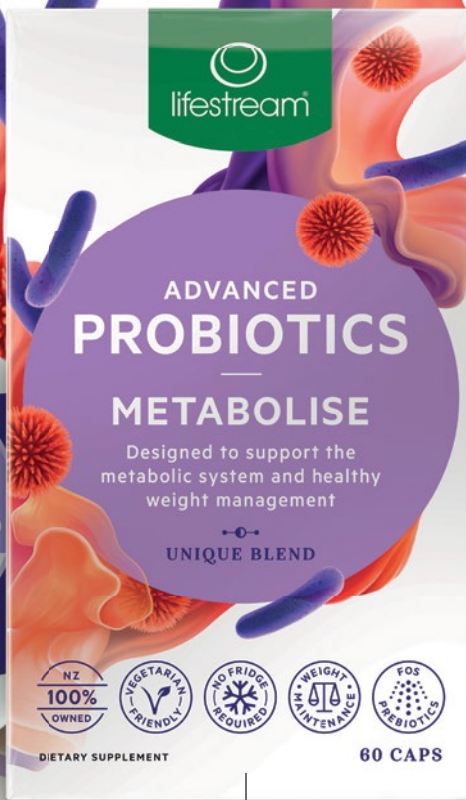


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