

# MAHO Expo 2021

*SHOW DIRECTORY & ANNUAL RESOURCE GUIDE*



45TH CONVENTION & BUYING EXPO  
*JULY 23-25, 2021*

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COLUMBUS, OHIO

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# *A Message From Your MAHO President*

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Welcome Back!

I am overjoyed to be back in-person at the 2021 “Summer Splash” Convention & MAHO Expo with all of you. 2020 was obviously one of the most difficult years any of us have ever experienced, but we endured it. I couldn’t be more proud to be a part of this industry. We were deemed essential early on during the pandemic, and we showed why. I want to applaud all of the manufacturers, distributors, brokers, reps and retailers for the part you played in getting us to where we are today. Please also join me in thanking the MAHO Board of Directors and Staff for the hard work and difficult decisions we had to make in 2020 and earlier this year to make this show possible.

While it’s difficult to reflect on all we have been through, together and separately, and all we have lost, I am excited to see where we will go from here. I look forward to seeing all of you and reconnecting throughout this weekend and beyond!. I can’t thank you enough for being a valued member of MAHO!

Together we will continue to be strong!

Michael Anderson  
MAHO President  
The Sunspot Natural Markets  
West Lafayette & Kokomo, IN

***As The Leading Regional Voice of the Natural Products Industry***

**MAHO's mission** is to advocate for the rights of Midwestern consumers, retailers, and suppliers of natural and organic products to have access to goods and services that will protect their health and quality of life.

MAHO began years ago as the *Great Lakes Health Organization*. On July 9, 1975, GLHO was incorporated in the state of Minnesota as the *Mid American Health Organization* and became known as MAHO. Over the years our logo and the states we served changed but our focus remained the same.



In the 90s MAHO began an affiliation with the NNFA and DBA as NNFA Midwest and NPA Midwest, a regional affiliate until the NPA (formerly NNFA) released all regional charters in 2016.

***Today, Our Association Proudly Serves 15 States in the Midwest  
as  
MAHO / Mid American Health Organization!***



## *A Message From Your Executive Director*

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Hi Everyone!

WELCOME BACK to MAHO! We are so happy to see you all. Who knew when we bid farewell at the conclusion our 2019 MAHO Expo that it would be 2 years before we were to see you again. It's been way too long, but we're glad you're here to celebrate our re-opening.

You all survived a very difficult, different and LONG journey as you pivoted from your normal retail businesses or supply side operations to an upside down turn of events when faced with the COVID-19 pandemic and the restrictions, closures and subsequent guidelines that came into play. It felt like being hit by a MACK truck, as we all pondered "What do we do now?". Nothing was normal and thinking outside of the box quickly became commonplace. Things still aren't completely "normal" and may never be, but we're all back and working together to make things happen as we progress to a new normal.

I, for one, feel a sense of calm now that things have evened out. Remember the days when a lot of us were kids and stores closed at 8 or 9 p.m. and were not even open on Sundays? That gave us more family time, and things still got done. We're in a modified version of those days gone by, and for now, I like it. I'm getting things done within the times businesses are open, and am enjoying the evenings and weekends with family again. You all have figured it out and done a GREAT job engaging your customers and adapting to many new ideas and ways to do business in 2021, and maybe beyond.

Now on to "show business". Like all of you MAHO had to do a quick pivot in 2020 to figure out what to do when it became apparent that gatherings including our annual MAHO Expo would not be permitted. With venues being closed, including the Hilton Columbus at Easton, we had no where to go and our hands were tied. Your MAHO Board of Directors spent numerous hours on conference calls discussing possible options that Staff offered for consideration. The only thing that made sense since we were only 3-4 months from show time when the pandemic shut everything down, was to go virtual. Going virtual was every bit as difficult as putting on a show or event for the very first time, and honestly more stressful and way more time consuming. Diane and Rich did a great job with all of the technical details, but a lot of education on everyone's part came into play in putting it together. The education sessions were great, most contracted exhibitors participated in the virtual show. MAHO was the first to get out there, but by late in the pandemic year, virtual options became tiresome and were netting less results. The MAHO Board of Directors kept talking about what to do in 2021 and Staff continued negotiating with the Hilton to adapt to a mutual plan that would allow us to hold a successful in-person event, (fingers crossed and a lot of prayers) and not be in a position to close our doors. We're still holding our breath, but with the support and help from many of you, the 2021 "Summer Splash" Convention and MAHO Expo is back...with modifications and continued social distancing, masks optional, and a program and schedule that is workable for a near normal MAHO Expo. And we're already planning for 2022.

Thanks for all of your support and for venturing out and joining us here in Columbus at our 2021 MAHO Expo and making the best of all that we've experienced over the last 16 or so months. We couldn't be more grateful for the flexibility you've shown to us in putting this MAHO Expo together, and joining us in-person once again.

Please help us in thanking all of the exhibitors that are joining us this early in 2021 and their support of MAHO and the MAHO Expo. Many more plan to be back with us in 2022.

We appreciate each and every one of you!

Marcy Kraft  
Executive Director

# MAHO BOARD OF DIRECTORS

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## MAHO STAFF

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Diane Gaughan, **Business Manager** (diane@maho4health.org)

## Social Media Liason

Mary Ryan, **Committee Member**

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Website: [www.maho4health.org](http://www.maho4health.org)



★ **"Summer Splash" Exhibitors by Booth** *At A Glance*

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<b>1</b>	<b>WORLD ORGANIC / LICATA ENTERPRISES</b>
<b>2</b>	<b>WAKUNAGA OF AMERICA</b>
<b>3</b>	<b>CARLSON LABORATORIES</b>
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<b>8</b>	<b>SILVER BIOTICS</b>
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<b>14</b>	<b>ANCIENT NUTRITION</b>
<b>16</b>	<b>MUSHROOM WISDOM, INC.</b>
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<b>18</b>	<b>KEHE DISTRIBUTORS</b>
<b>19</b>	<b>THRESHOLD<sup>®</sup> ENTERPRISES, LTD. / SOURCE NATURALS<sup>®</sup> / PLANETARY<sup>®</sup> HERBALS</b>
<b>20</b>	<b>BURIED TREASURE</b>
<b>21</b>	<b>MICHAEL'S NATUROPATHIC PROGRAMS</b>
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★ **"Summer Splash" Exhibitors by Booth** *At A Glance*

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<b>414</b>	<b>KOS INC</b>



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ANH-USA IS AN INDEPENDENT, NONPROFIT WATCHDOG ORGANIZATION THAT PROTECTS CONSUMER ACCESS TO NATURAL HEALTHCARE OPTIONS. WE'RE INDUSTRY EXPERTS AND CAN MOBILIZE A MILLION MEMBERS WHEN THREATS ARISE.



**WE ARE:**

**A MILLION NATURAL HEALTH ADVOCATES**  
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**TAKING COORDINATED ACTION**

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**FOR A COMMON GOAL**

PROTECT ACCESS TO NATURAL HEALTH OPTIONS!



**WWW.ANH-USA.ORG**

# ★ "Summer Splash" Schedule of Events At A Glance

SEE SIGNAGE AT REGISTRATION FOR ROOM LOCATIONS

## FRIDAY

**12:00-4:30 p.m. LUNCHEON / Intensive Workshop**

**Dr. Jacob Teitelbaum & Terry Lemerond** - *Metabolic Secrets of Health and Disease*  
Courtesy of EuroPharma

**5:00-7:00 p.m. - DINNER SESSION**

**Robert Scott Bell** - *Calming the Coming Cytokine Storms: Silver & Copper To the Rescue*  
Courtesy of Sovereign Silver

**7:15-8:30 p.m. - Rudy Dragone**

*Understanding Progesterone & Other Bio-Identical Hormones – How they affect your Health & Wellbeing*  
Courtesy of Sigform

## SATURDAY

**8:00-10:00 a.m. - BREAKFAST SESSION**

**James Stolze, Senior Account Executive** - *Enhance Shoppers Experience to Educate and Increase Sales* - Courtesy of Cornerstone Consulting, Inc. – Cornerstone for Natural AND MAHO Board of Directors

**10:15-11:30 a.m. - Tom Sokoloff**

*The Immune Boom...Now What?*  
Courtesy of IP-6

**11:45-1:00 p.m. - Renee' Southard, Owner Organic Marketplace (Gastonia, NC), SENPA President and Amanda Ballard, Marketing Director, SENPA, Inc.** - *How to Keep New COVID Customers Coming Back to Your Store - Roundtable Presentation* - Courtesy of SENPA, Inc.

**1:00-3:00 p.m. - LUNCHEON SESSION**

**Carl Germano** - *Defending Immunity with the Right ONE*  
Courtesy of Bluebonnet

**3:00-6:30 p.m. - Show Floor Open**

**6:30-8:30 p.m. - DINNER SESSION**

**Neil Levin** - *Cal-Mag Forms, Transporters & Co-Factors*  
Courtesy of NOW

## SUNDAY

**9:00-11:00 a.m. BREAKFAST SESSION**

**Annual Business Meeting (MAHO BOD) State of the Industry (Neil Levin) & Jerilyn Bristow** - *Beyond the Boost: Restoring our Essential Foundation*  
Courtesy of Buried Treasure

**11:00 a.m.-Noon: Lunch (on your own)**

&

**Hotel Checkout Break**

**Noon-4:00 p.m. - Show Floor Open**

*Prize drawings at 4:00-4:30 p.m. must be present to win!*



The MAHO Board of Directors and Staff  
Are Grateful For The Kindness and Generosity of These Sustaining Donations!

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**CONTACT:**

Bob Barrows Jr, Vice President Sales & Marketing

(P) 281-381-0034, bobjr@bluebonnetnutrition.com

John Kronauge, Sales Representative

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www.clearproductsinc.com PaulaHerrera@3volutionOrganics.net

**CONTACT:**  
Dorrie Tidwell – Office Manager, mail@clearproductsinc.com  
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<https://elitechnology.us>;  
<https://cornerstoneconsultinginc.com>

[james@cornerstone1.com](mailto:james@cornerstone1.com)

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James Stolze



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**DR. RIGGS' RHELIEF**

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Meet Nutritional Expert

**CARL GERMANO**

SATURDAY, JULY 24<sup>TH</sup> 1:00 - 3:00 P.M

Hilton Columbus At Easton

Join us for a LUNCH/LECTURE with clinical nutritionist and best-selling author, CARL GERMANO, RD, CNS, CDN who will be speaking on:

**DEFENDING IMMUNITY  
WITH THE RIGHT ONE**

Consumers are more in tune with their health today than ever. So, helping them figure out how to optimally prepare and strengthen their immune system is paramount. This lecture will focus on supplements that address immune resilience, including immune stimulation, modulation and defense. While multiples are the foundation for maintaining health and wellness, we will also reveal the latest clinical studies on the most significant immune-boosting nutrients on the market. Plus, lifestyle factors (stress, anxiety, sleeplessness) will be discussed since they also play a significant role in immune health. With proper supplementation and lifestyle adjustments, this presentation will arm you with all the right tools consumers need to build up their strongest defense.

*Carl Germano, CNS, CDN is a NY Board Certified Clinical Nutritionist, master's degree in clinical nutrition from New York University, and Vice President of Verdant Oasis. In addition, he has 4 decades of product development/education experience with many companies in the trade including Solgar, Country Life, Bluebonnet, Ajinomoto, Inergetics, Nutratch, and others. Today, his efforts are focused on providing the dietary supplement industry with the next generation of clinically important hemp based phytocannabinoid ingredients. A prolific author with several bestselling trade books including his most recent "Road To Ananda: The Simple Guide To The Endocannabinoid System, Phytocannabinoids & Your Health".*



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**CONTACT:**  
Megan Roy, Territory Manager  
310-306-3636 ext. 2164, megan@irwinnaturals.com



Join Us Sunday Morning for Our Annual Business Meeting  
Hear What's Going On at Your MAHO Regional Office  
Learn About the State of Our Industry  
Neil Levin, NOW Foods, Will Update Us On Legislation  
Sunday, July 25<sup>th</sup>, 9:00 A.M.

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## "Summer Splash" Exhibitors

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KOREA GINSENG CORP



### Kos Inc

414

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### LIFE EXTENSION

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**MICHAEL'S NATUROPATHIC PROGRAMS**

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www.michaelshealth.com staff@michaelshealth.com

**CONTACT:**  
Michael Schwartz, Owner, 210-661-8311, michael@michaelshealth.com



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**MUSHROOM WISDOM, INC.**

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www.mushroomwisdom.com john.l@mushroomwisdom.com



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**NATURALLY INNOVATIVE BRANDS, INC.**

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Jan Lamers, Regional Sales Executive, 440-826-3411, Ljan53@aol.com

Tom Lamers, Sales Assistant

Chris George, Regional Sales Executive

800-759-4931 ext. 110, chrisg@palkoservices.com

Angela Klimczak, Sales Team Lead

800-759-4931 ext. 104, angelak@palkoservices.com

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James@n-icorp.com



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MAHO is a not-for-profit association of independent retailers, brokers, distributors and manufacturers who promote a healthy, natural lifestyle.

100% of show proceeds are re-invested in education, grassroots and membership benefit programs.

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### *These Bankcard Sales People Are Driving Me Nuts!*

Let's face it, there are hundreds of bankcard processors out there that would love to have your business. Each one claims they can save money when they don't even know what you're paying right now. Very interesting!

It's hard to know if you're being offered a good deal without understanding the basics of bankcard pricing. To say the least, with all the variations of cents, percents, monthly fees, and annual fees, it's no wonder most store owners set their statement aside and only hope they're getting the best deal. How, then, can you tell if the next person who calls has a better offer?

First, it's helpful to understand all three elements of bankcard pricing. Please note, the first two of these (Interchange and Assessments) you, as a retailer, can do nothing about.

1. **Interchange:** This is what the bank which issued the credit or debit card to your customer receives as their share of the transaction. It is also the largest part of a retailer's monthly cost. Each card type (Rewards, Debit, Traditional, Business, Hand-Keyed, etc.) has a different Interchange fee.
2. **Assessments:** Depending on whether it's a Visa, MasterCard, Discover, or American Express, these fee range from .10% to .13% and are nonnegotiable.
3. **Processor's Fees:** When you receive a bankcard sales call, it comes from the processor or one of their many sales agents. The processor's fees are negotiable.

Rather than having the processor's telemarketer insist he or she can reduce your expense, this is your chance to take charge of the conversation and ask some pertinent questions. The basis of each is "How much do you charge over cost (Interchange and Assessments)?"

Here are some "over cost" questions to ask:

- What percentage do you, as the processor, add to the sale amount?
- How much is your authorization charge?
- What about flat monthly fees (Statement fee, Data Compliance, any others)?
- Do you have a batch closing fee?
- Are there any annual fees?
- Do I have to buy new equipment? If so, what's the price?

If you can get those answers from both your current processor and from whoever wants to be your processor, you will be able to compare apples to apples and make a good decision.

If you have questions, want more information, or would like to find out if MAHO's bankcard service may benefit your business, please contact Mac Hardin at 800-999-4399, or [mach@retailfinancialservices.biz](mailto:mach@retailfinancialservices.biz).



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Our logo



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## **Summer Splash “Pandemic” Housekeeping Notes**

We welcome everyone to our 2021 “Summer Splash” Convention & MAHO Expo. Although guidelines and restrictions have been lifted during the planning of our event, it is our goal to provide a safe and healthy, socially distanced event, while allowing you the freedom to move around the educational and show venue without major restrictions. We are, however, offering some common sense guidelines while in educational sessions and on the show floor.

1. MASKS are OPTIONAL. Please be respectful of individuals choices.
2. Handshakes, hugs, waves, fist bumps, elbow bumps and simple smiles are all welcome at the MAHO Expo, but please be respectful of each individuals choices of greetings.
3. Meeting rooms and the show floor are set with social distancing in mind.
4. Hand sanitizing stations are available throughout the hotel.
5. Hand washing and the use of hand sanitizers are encouraged, especially prior to going through buffet lines, and after exiting buffet lines.
6. The meeting rooms for educational sessions and meals will be set Classroom Style allowing everyone to face the speaker in comfort. Please sit with those you traveled with, and remain in those seats throughout your attendance at that days functions. You may leave your belongings on your table and/or seat during breaks and when in buffet lines, but please be sure to gather and take your belongings with you at the end of the day. The hotel staff will refresh as needed.

**NOTE: All seminars are available to all retailers. Reservations required for meal functions.**

7. The 2021 MAHO Expo floor plan reflects social distancing with 10’ wide perimeter booths, 8’ between tabletops, and 9’ aisles in most locations, for ease of movement throughout the show floor, and to lessen congestion, as best as possible.
8. While on the show floor, please observe social distancing by visiting each booth when the company reps are available and not with another customer. Then move accordingly through the show floor making sure to visit each and every exhibitor. You never know what they might be offering, and if you miss the chance to talk with all companies, you might also miss a great opportunity, information or show deal.

**NOTE: Based on the lifting of all previous event gathering restrictions at the beginning of the pandemic and during our initial planning we have made the decision to continue with a 2-day trade show as a result of retailer responses (82.1%) and exhibitor responses (54.5%) of exhibiting companies in a planning survey sent out by MAHO. We will no longer be splitting attendees into two groups/visiting the show floor on an assigned day, as originally planned. All retailers and their associates will be able to attend the show BOTH DAYS, Saturday 3-6 p.m. and Sunday Noon - 4 p.m.**

**Enjoy the weekend & we hope to be back to a more normal MAHO Expo in 2022!**

**Your 2021 MAHO Speakers!**



**Carl Germano, CNS, CDN**

***Courtesy Of BLUEBONNET NUTRITION***



**Jerilyn Bristow**

***Courtesy Of BURIED TREASURE***



**James Stolze**

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**Renee' Southard, Owner Organic Marketplace  
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***Courtesy Of SENPA, INC.***

**Your 2021 MAHO Speakers!**



**Amanda Ballard, Marketing Director,  
SENPA, Inc.**

*Courtesy Of SENPA, Inc.*



**Rudy Dragone, R. Ph**

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**Robert Scott Bell, D.A. Hom**

*Courtesy Of SOVEREIGN SILVER BY NATURAL IMMUNOGENICS*



**Dr. Jacob Teitelbaum**

*Courtesy Of TERRY NATURALLY BY EUROPHARMA*

Join Us Sunday Morning for Our Annual Business Meeting  
Hear What's Going On at Your MAHO Regional Office  
Learn About the State of Our Industry  
Neil Levin, NOW Foods, Will Update Us On Legislation  
Sunday, July 25<sup>th</sup>, 9:00 A.M.

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# **“Summer Splash” New Products Display Listings**

As of 7-20-21

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## **CHILDLIFE ESSENTIALS**

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ChildLife Essentials Zinc Plus contains Zinc Gluconate for optimal absorption into the body with added Copper to support the immune system.

## **CV SCIENCES**

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CV SCIENCES

NEW! PlusCBD Calm Gummies ease tension and promote calm with CBD, 5-HTP, and L-Theanine.

NEW! PlusCBD Sleep Gummies promote sleep with CBD, melatonin, lemon balm, and magnolia bark.

## **NEWTON HOMEOPATHICS**

**410**



1) Post-Vaccination complex now available in the Newton adult line.

2) All Newton liquids converting to an easy-to-use Euro-dropper

## **NORTH AMERICAN HERB & SPICE**

**302**



Herbal zzZs Natural Sleep Support is what you need to support your best sleep and is Melatonin free!

## **PROFOUNDA INC**

**317**



XYnase Fast Acting Nasal Spray

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# “Summer Splash” New Products Display Listings

As of 7-20-21

## PROPELLO LIFE



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## STEVITA NATURALS



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### Summer Splash is your opportunity to ~

- ★ Network in person with vendors and their local reps.
- ★ Receive incredible **show only** specials and discounts.
- ★ Receive product information and have your product and sales questions answered.
- ★ See new products at the booths and learn about effective sales techniques.
- ★ Network with fellow retailers and share your success stories.
- ★ Learn more about MAHO and what we are doing to support our Independent Retail Members!
- ★ Join us in this casual atmosphere for tons of fun with industry reps., fellow store owners and their employees. Meet your MAHO Board of Directors and regional staff.
- ★ Return to your store with renewed energy, information and ideas to share with your staff and customers.

## ***“Summer Splash” Show Tips***

- **Visit every booth.**
- **Take your time; look and listen.**
- **Ask about changes, trends and NEW products.**
- **Investigate every profit opportunity.**
- **Learn how to sell more.**
- **Encourage your sales people to learn.**
- **Check out everything that is new at the “New Products Display”.**
- **Buy as far into the future as you possibly can and save money.**
- **Take the time to speak to the exhibitors. They are there for your benefit!**
- **Invest in your businesses future. Attend the MAHO educational sessions.**
- **Use this Show Directory throughout the year for company contacts and future product purchases.**

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### Do You Know Your Regional History?



MAHO began years ago as the *Great Lakes Health Organization*.  
On July 9, 1975, GLHO was incorporated in the state of Minnesota as the  
*Mid American Health Organization* and became known as **MAHO**.  
As our logo changed, so did the states we served.



In the mid 90s our national organization requested that all regions take on the name of the  
*National Nutritional Foods Association (NNFA)* with our regional identification.



In 2008, NNFA went through another evolution to better encompass the definition of our  
industry and officially became the *Natural Products Association, NPA*.  
**NPA Midwest** became one of five chartered regions of the Natural Products Association.



Today, our regional association proudly serves it's 15 state membership  
remaining independently incorporated as  
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#### **CONTACT:**

*Paula Herrera, CEO, (323) 240-6155, paulaherrera@3volutionorganics.net*  
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**Bare Organics (IN, KY, OH)** Raw, organic Superfood Powders, Coffee & Tea Brew Cups, Water Enhancers, and Herbal Liquid Extracts to provide essential nutrients your body craves everyday.

**Head & Heal (IN, OH)** Family-farmed and processed, seed-to-shelf hemp formulas for people and animals. (Organic CBD oils, soft gels and topicals available in Full-spectrum, Broad-spectrum and THC-free).

**John Masters Organics (IN, KY)** Harnessing the power of organic and natural ingredients, John Masters Organics hair, skin & body products are clean and nourishing, cruelty-free and sustainable.

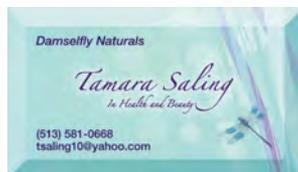
**Medterra (IN, KY, OH)** Broad-spectrum and no-THC isolate CBD hemp products. Certified, 100% legal, and made in the USA. (Tinctures, Capsules, Formulas, Gummies, Creams).

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Colleen Swabby and Chad Vickery, a sister and brother team that own Triple Crown Marketing, a brokerage specializing in providing representation for the state of Ohio in our wonderful industry.

We focus on education, product placement and line expansion continuously and have a consistent call cycle with our stores.

Our experience in the natural products/supplement industry goes back to the late 1980's, as we have both started out in retail, at our family's health food stores.

**HYALOGIC:** *Hyalogic was the first to create a full line of supplements & skin care products us Hyaluronic Acid. Our products help to hydrate joints, skin, hair, eyes and bones with Hyaluronic Acid, nature's moisturizer.*

**BURIED TREASURE:** *Buried Treasure is a cutting edge company manufacturing high potency liquid minerals, vitamins and specialty nutrient formulas designed for efficient absorption and greater bio availability.*

**MELISSA B NATURALLY:** *Melissa B Naturally is an incredible line of anti aging products that balance the potency of nature with modern cosmeceutical ingredients. Fruit and plant extracts work alongside peptides and antioxidants to create a deep nurturing natural skin care line of products. Award winning and fabulous.*

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Triple Crown Marketing

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#### WRITE ORDERS!

- Visit every exhibitor on the card for a chance to win prizes!
- Exhibitors will place stickers on your Bingo Card for every order you place.
- Visit booth #9 to receive your raffle tickets... 1 ticket for each verified order placed.
- Put tickets in the drawing drum or fishbowl, before 4:00 p.m. on Sunday.
- Gather outside the Easton Ballroom in the MAHO Registration Area for prize drawings, beginning at 4:00 p.m.

#### MUST BE PRESENT TO WIN!

- Attend all lectures for additional prize drawings!

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### TERRY NATURALLY BY EUROPHARMA

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#### REGIONAL SPONSORS:

**2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021**

*Thank You*



*For Participating in the  
2021 MAHO Membership Bonus*

# MAHO Industry Partners

These Industry Leaders Partner With Us  
To Keep You Abreast Of Every Piece Of Information Regarding Our Industry

## ALLIANCE FOR NATURAL HEALTH USA



The Alliance for Natural Health USA (ANH-USA) is committed to sustainable health—the recognition that true health requires a proactive and preventive approach that focuses on a nutrient-rich diet, proper supplementation, and limiting our exposure to toxic substances. A health care system that is single-mindedly focused on “treating” sick people with expensive drugs, rather than maintaining healthy people, is neither practical nor economically sustainable. By organizing strong coalitions and over 600,000 grassroots activist across the country, ANH-USA lobbies and litigates to protect your access to natural health and consumer choice in health care.

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## CENTER FOR NUTRITION ADVOCACY



The Center for Nutrition Advocacy (CNA) is the advocacy initiative of The Board for Certification of Nutrition Specialists. CNA’s mission is to promote legislation and public policy that brings nutrition into the mainstream of healthcare, and promotes the right of all nutrition care providers to practice to the level of their training. Nutrition care providers are seen by their clients as key trusted sources for credible information on natural products. Because natural products are tools for many providers, they also push on the growing opposition to natural products and direct consumer access to them. CNA engages legislatively at both state and federal levels and maintains a website ([www.NutritionAdvocacy.org](http://www.NutritionAdvocacy.org)) to provide information on legislation and resources of interest, including action alerts, to providers, retailers, and consumer groups.

## CLEAN LABEL PROJECT



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## MAHO Industry Partners

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To Keep You Abreast Of Every Piece Of Information Regarding Our Industry

### GREENMEDINFO.COM



GreenMedInfo.com exists in order to provide convenient and open access to the biomedical research available today on the therapeutic value of natural substances in disease prevention and treatment.\* Our website and video-based learning site GreenMedTV.com provides physicians, health care practitioners, clinicians, researchers and the layperson with an evidence-based resource through which the potential or actual therapeutic value of vitamins, minerals, herbs and foods can be determined. Our popular daily and weekly newsletters provide a continual source of relevant health information.

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### THE ORGANIC & NON-GMO REPORT

*The Organic & Non-GMO Report* is the only publication focusing on threats posed by genetically modified foods and the trend toward non-GMO and organic foods.

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## MAHO Industry Partners

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### WHOLE FOODS MAGAZINE

#### WholeFoods

Whole Foods Magazine Is The Media Sponsor For MAHO, And Provides The News Feed On [Maho4health.org](http://Maho4health.org). The Are The Leading Trade Publication In The Natural Products Industry, Family Owned For Over 30 Years. In Print And Online At [www.wholefoodsmagazine.com](http://www.wholefoodsmagazine.com) Where You Will Find Many Web Exclusives And You Can Sign Up For A Subscription And/or E-newsletters. Special Issues Are Person Of The Year (Jan) Source Directory (May), Who's Who (Nov), Annual Survey (Dec). We Also Have A Complete Directory Online At [www.naturalproductfinder.com](http://www.naturalproductfinder.com). Our Mission Is Informing And Educating Natural Products Retailers On Dietary Supplements, Herbs, HABA, Homeopathy, Foods.



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**PROFOUNDA INC**

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**PROPELLO LIFE**

**318**



**PURA SODA**

**214**

**SUSANA'S SECRET**

**218**

**WholeFoods** MAGAZINE

Informing and Educating Natural Products Retailers On Dietary Supplements, Herbs, HBC, Homeopathy, Foods



## ***In Memoriam***

MAHO Remembers the following industry members who left us in the past year...

---



### **Wilma Phend**

Wilma Phend, 84, of Fort Wayne, passed away on April 12, 2021, at North Ridge Village Nursing and Rehab in Albion.

Born in Noble County on December 13, 1936, to the late Merle and Sylvia (Iden) Butler. She spent her formative years in Churubusco, graduating from Churubusco High School.

Wilma was married to Harold Phend in 1953. He preceded her in death on June 19, 2000.

Celebrating her 40th year in business, Wilma owned and operated Wilma's Health Care, providing service since 1981.

Wilma is survived by five sons; Arthur Phend, Russell Phend, Lynn Phend, Timothy Phend, Daniel Phend; a daughter, Deborah Peña; four siblings, Thomas Butler, Oras Butler, Ralph Butler, Wila Burns.

She was preceded in death by a sister, Roslyn Gahan and a nephew, Brian Burns.

At Wilma's request, there were no services or memorials. Granddaughters Tiffany and Tamra will continue to run the store.



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VARIETY OF ANCIENT NUTRITION PRODUCTS - QTY: 6



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**GAIA HERBS / SALUS (FLORADIX)** **306**

VARIETY OF GAIA HERBS / SALUS (FLORADIX) PRODUCTS - QTY: 6



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**50% OFF ORDER**

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### STEVITA NATURALS

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SUGAR-FREE CANDY DISPLAY RACK WITH 36 TINS OF CANDY.

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|    | <b>ALOE LIFE</b>  | <b>210</b> |
|  | <b>ALOE LIFE'S 20% DISCOUNT FOR ALL 16 PRODUCTS INCLUDING New "CERTIFIED ORGANIC" Daily Greens (15 YRS) POWDER AND TABLETS 2X SIZES, 21 INGREDIENTS AND AMAZING RESULTS WITH ALOE GOLD JUICE CONCENTRATES, FLAVORS AND BEST TOPICAL(S) FOR TROUBLED SKIN!</b> |            |
|    | <b>ANCIENT NUTRITION</b>  | <b>14</b>  |
|  | <b>SHOW SPECIAL DISCOUNT - 25% (THRU WED., 7-28-21 EOD)</b>   |            |
|    | <b>CARLSON LABORATORIES</b>   | <b>3</b>   |
|  | <b>NEW PRODUCT SPECIALS, PLUS 15% OFF ALL SHOW ORDERS</b>   |            |
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|    | <b>CLEAR PRODUCTS</b>   | <b>210</b> |
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|  | <b>CV SCIENCES</b>  | <b>305</b> |
|  | <b>25% OFF ALL CV SCIENCES ORDERS PLACED AT THE SHOW AND INTRODUCTORY DEALS FOR THE New PlusCBD CALM &amp; SLEEP GUMMIES!</b>   |            |
|  | <b>DR. RIGGS' RHELIEF</b>   | <b>310</b> |
|  | <b>20% OFF INVOICE</b>  |            |
|  | <b>GAIA HERBS / SALUS (FLORADIX)</b>  | <b>306</b> |
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**IRWIN NATURALS** **209**  
**SHOW SPECIAL EDLP + 5%, SPECIAL DISPLAYS ALSO AT EDLP + 5%**



**KAZE CHEESE** **214**  
**25% OFF SHOW SPECIAL**



**MUSHROOM WISDOM, INC.** **16**  
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**NEWTON HOMEOPATHICS** **410**  
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**PROFOUNDA INC** **317**  
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**PROPELLO LIFE** **318**  
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|    | <b>RIDGECREST HERBALS</b><br>25% OFF Line Drive - DIRECT ONLY  | <b>202</b>   |
|    | <b>ROOTOLOGY</b><br>MAHO SHOW SPECIAL 15% ON ALL ORDERS  | <b>24</b>    |
|    | <b>SOVEREIGN SILVER BY NATURAL IMMUNOGENI</b><br>UP TO 20% OFF WHOLESALE<br>ALSO, STOP BY #25 AND VISIT WITH ROBERT SCOTT BELL FOR HIS Q & A FOR THE ROBERT SCOTT BELL SHOW!   | <b>22 25</b> |
|  | <b>STEVITA NATURALS</b><br>Save Big at MAHO! ~ 25% Off at STEVITA NATURALS ~   | <b>117</b>   |
|  | <b>TERRY NATURALLY BY EUROPHARMA</b><br>SHOW SPECIAL: 25% OFF ANY PRODUCT NOT CARRIED IN THE LAST 12 MONTHS.<br>OFFER GOOD FROM JULY 23 - JULY 30.   | <b>26</b>    |
|  | <b>WAKUNAGA OF AMERICA</b><br>KYOLIC IS OFFERING A SHOW DISCOUNT OF UP TO 25% WITH DISTRIBUTOR PARTICIPATION.  | <b>2</b>     |

These are just some of the 2021 Exhibitor Show Specials & Discounts!



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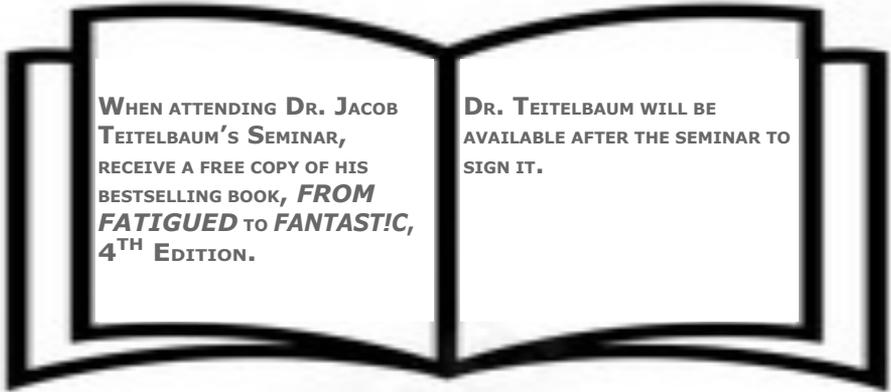
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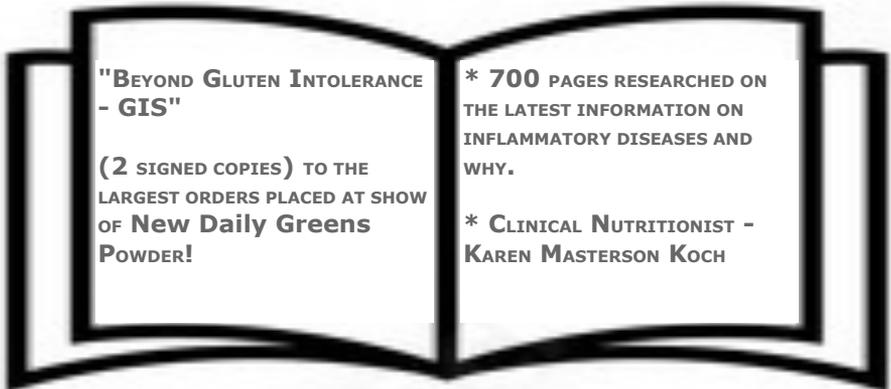
**TERRY NATURALLY BY EUROPHARMA**

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**ALOE LIFE**

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**ANCIENT NUTRITION**

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3



CARLSON BEGAN IN CHICAGO IN 1965 AS ONE WOMAN'S MISSION TO IMPROVE THE HEALTH OF HER FAMILY BY CREATING NUTRITIONAL SUPPLEMENTS WITH HIGH-QUALITY INGREDIENTS.

SUSAN CARLSON'S FATHER SUFFERED FROM HEART ISSUES BUT FOUND RELIEF AFTER TAKING NATURAL-SOURCE VITAMIN E. INSPIRED BY THIS DISCOVERY AND HER BACKGROUND AS A PHARMACIST, SUSAN CREATED ONE OF THE FIRST FULL LINES OF NATURAL-SOURCE VITAMIN E WORLDWIDE, AND THE PRODUCT LINE CONTINUED GROWING TO MEET THE HEALTH NEEDS OF LOCAL FAMILIES. CARLSON BEGAN POPPING UP ON STORE SHELVES AROUND CHICAGO, AND THE WAVE CONTINUED ACROSS THE NATION.

IN THE EARLY 1980s, CARLSON HELPED LAUNCH THE OMEGA-3 MARKET IN NORTH AMERICA, IMPORTING OUR FIRST WILD CAUGHT, SUSTAINABLY SOURCED FISH OILS FROM NORWAY.

TODAY, THE COMMITMENT TO HELPING FAMILIES LIVE A HEALTHIER LIFESTYLE CONTINUES, AS THE NEXT GENERATION OF THE CARLSON FAMILY LEADS THE COMPANY. CARLSON NOW OFFERS MORE THAN 200 VITAMINS, MINERALS, OMEGA-3s, KIDS' PRODUCTS, AND OTHER HIGH-QUALITY NUTRITIONAL SUPPLEMENTS.

AT CARLSON, OUR FAMILY CARES ABOUT THE HEALTH OF YOUR FAMILY.

### CLEAR PRODUCTS

210



FORMULATED BY A NATIONALLY LICENSED HERBALIST AND ACUPUNCTURIST. EACH PRODUCT IS CONDITION-SPECIFIC AND CONTAINS A UNIQUE HOMEOPATHIC FORMULA COMBINED WITH SUPPORTIVE HERBAL INGREDIENTS. EXPERIENCE THE CLEAR DIFFERENCE IN YOUR HEALTH AND GAIN RELIEF FROM SPECIFIC HEALTH CONCERNS SAFELY AND NATURALLY.



### CV SCIENCES

305

CV SCIENCES CREATES PRACTICAL HEALTH SOLUTIONS LEARNED FROM NATURE AND PERFECTED BY SCIENCE TO BETTER PROMOTE EVERYDAY WELLNESS. AS A LEADER IN THE CBD INDUSTRY AND THE FIRST TO BRING HEMP-DERIVED CBD PRODUCTS TO THE CONSUMER MARKET, CV SCIENCES SUPPORTS RETAILERS WITH COMPREHENSIVE TRAINING, INDUSTRY BEST PARTNERSHIP PROGRAMS, AND BY SPEARHEADING LEGISLATION FOR A ROBUST LEGAL CBD MARKET. BRANDS INCLUDE ITS FLAGSHIP PLUSCBD, PLUSCBD PET FOR DOGS AND CATS, THC-FREE HAPPY LANE, AND ITS FIRST EVER NON-CBD FORMULAS IN THE CV IMMUNITY LINE. VISIT CV SCIENCES AT BOOTH #305 TO LEARN MORE.

Get To Know All About Your Exhibitors



**DR. RIGGS' RHELIEF**

**310**

DEVELOPED BY 2 OF DALLAS'S TOP PAIN MANAGEMENT PHYSICIANS, DR. RIGGS' RHELIEF PROVIDES A NATURAL ALTERNATIVE FOR RELIEF OF OCCASIONAL ACHES AND PAINS, LEANING ON THE SCIENCE OF RESULTS WITH VITAMIN D, AMINO ACIDS, TART CHERRY SKIN, TURMERIC, FEVERFEW, BUTTERBUR, AND MORE! IT COMES IN A CONVENIENT STICK PACK POWDER, AND MIXES IN LITERALLY ANYTHING YOU LIKE! A DELICIOUS WILD CHERRY FLAVOR! AVAILABLE IN A DAYTIME FORMULA, AND A Pm FORMULA COMING SOON!!

**GAIA HERBS / SALUS (FLORADIX)**

**306**



SINCE **GAIA HERBS** WAS JUST A SEEDLING IN 1987, WE HAVE REMAINED TRUE TO OUR PURPOSE: CONNECTING PEOPLE, PLANTS & PLANET TO CREATE HEALING. WE KNEW THEN WHAT MANY ARE COMING TO REALIZE NOW... THAT PLANTS AND PEOPLE EVOLVED TOGETHER, THAT WE ARE INEXTRICABLY LINKED, AND THAT PLANTS HOLD THE WISDOM WE NEED TO HEAL. WHEN IT COMES TO OUR HERBS AND INGREDIENTS, PURITY, POTENCY, AND INTEGRITY ARE OUR GUIDING PRINCIPLES. WE GROW ORGANICALLY, SUSTAINABLY, AND INTENTIONALLY. BECAUSE QUALITY PLANTS YIELD QUALITY PRODUCTS.

**GAIA HERBS PRODUCT FORMATS** - LIQUID EXTRACTS, PHYTOCAPS, POWDERS, GUMMIES, TEAS

**SALUS (FLORADIX)** HAS AN AT-ONE-WITH-NATURE ENVIRONMENTAL COMMITMENT, ORGANIC CULTIVATION, SUSTAINABILITY, BIODIVERSITY, AND SOCIAL RESPONSIBILITY. THE LINE FEATURES ADULT AND CHILD PRODUCTS (BEET CRYSTALS, FLORADIX, FLORAVITAL, EPRESAT, KINDER LOVE).

**SALUS (FLORADIX) PRODUCT FORMATS** - TONICS, TABLETS, POWDERS



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Get To Know All About Your Exhibitors



**IRWIN NATURALS**

**209**

FOR OVER 27 YEARS, IRWIN NATURALS HAS BEEN RECOGNIZED IN THE INDUSTRY AS A LEADER IN INNOVATION AND WE CONTINUOUSLY STRIVE TO BRING FORWARD NEW IDEAS AND GROUNDBREAKING FORMULAS THAT ENHANCE HEALTH AND WELL-BEING. WE ARE COMMITTED TO DEVELOPING SCIENCE-BASED PRODUCTS THAT EXCEED THE HIGHEST STANDARDS FOR QUALITY AND PURITY. IRWIN NATURALS IS BECOMING A HOUSEHOLD NAME IN THE HEALTH AND WELLNESS SPACE AND WE ARE EXCITED TO ALSO BE A TRUSTED SOURCE FOR CBDs. OUR CBD PRODUCTS FEATURE FULL-SPECTRUM HEMP EXTRACT FORMULATIONS WITH NATURALLY OCCURRING CBD. WE CONTINUE TO EXPAND THE LINE OF IRWIN NATURALS FULL-SPECTRUM HEMP PRODUCTS AND HAVE RECENTLY INTRODUCED OUR NEW CBD BALMS, GELS, CREAMS, AND ROLL-ONS.



**KAZE CHEESE**

**214**

YOU DON'T HAVE TO CHOOSE BETWEEN HEALTHY AND DELICIOUS. OUR GOAL IS TO SERVE A HIGH-QUALITY CHEESE SNACK THAT IS FRESH AND TASTY. 100% REAL CHEESE SNACK THAT IS PACKED WITH PROTEIN AND LOADED WITH FLAVOR. PERFECT FUEL FOR ON-THE-GO SNACKING OR SPRUCING UP A DISH LIKE A SALAD OR PASTA. GLUTEN FREE, LOW CARB, KOSHER, AND KETO-FRIENDLY.



**NEWTON HOMEOPATHICS**

**410**

NEWTON HOMEOPATHICS, A GEORGIA-BASED FDA-REGISTERED MANUFACTURER, WAS ESTABLISHED IN 1987. ITS FOUNDATION IS BUILT UPON THE EXPERTISE OF DR. LUC CHALTIN, A BELGIAN-BORN HOMEOPATH FOR NEARLY 50 YEARS AND A LEADER IN CLINICAL HOMEOPATHY. MARGE ROBERTS, A REGISTERED NURSE FOR OVER 30 YEARS, STUDIED WITH DR. CHALTIN AND NOW SERVES AS PRESIDENT/CEO.

Newton SPECIALIZES IN COMPLEXES AND MANUFACTURES OVER 200 COMPLEXES FOR BOTH OVER-THE-COUNTER AND PROFESSIONAL USE. HOMEOPATHIC REMEDIES ARE HAND-SUCCESSSED AND PACKAGED IN GLASS; Newton's FOCUS IS QUALITY.

IN ADDITION TO MANUFACTURING THE FINEST HOMEOPATHICS AVAILABLE, Newton IS ALSO DEDICATED TO PUBLIC AND PROFESSIONAL EDUCATION IN HOMEOPATHY.



**NORTH AMERICAN HERB & SPICE**

**302**

FOUNDED IN 1999 BY JUDY KAY GRAY, MS TO DEVELOP UNIQUE PRODUCTS FROM NATURALLY POWERFUL INGREDIENTS. FROM THE REMOTE MOUNTAINS OF THE MEDITERRANEAN TO THE VALLEYS OF THE AMAZON RAINFOREST, NORTH AMERICAN HERB AND SPICE SOURCES THE FINEST FRUITS, HERBS, AND SPICES IN THE WORLD. WILD HANDPICKED SPICES ARE THE CORNERSTONE OF OUR PRODUCTS. THE END RESULT IS THE PUREST, MOST POWERFUL SPICE EXTRACTS MADE FROM THE BEST PESTICIDE-FREE, CHEMICAL-FREE, AND SOLVENT-FREE INGREDIENTS.

Get To Know All About Your Exhibitors



**PROPELLO LIFE**

**318**

PROPELLO LIFE IS A PREMIUM NATURAL SUPPLEMENT LINE TO FUEL YOUR ACTIVE LIFESTYLE. ALL OF OUR PRODUCTS ARE NON-GMO, GLUTEN FREE, SOY FREE, FREE OF ARTIFICIAL INGREDIENTS, NO ADDED SUGAR, AND DELICIOUS. WE OFFER BOTH VEGAN AND NON-VEGAN OPTIONS, AND ALL OF OUR PRODUCTS ARE SCIENTIFICALLY BACKED WITH NO PROPRIETARY BLENDS.



**PURA SODA**

**214**

OUR PRODUCTS ARE MADE WITH PURE CANE SUGAR, NATURAL FLAVORS, NO COLORS, NO PRESERVATIVE AND LOW SUGAR.



**RIDGECREST HERBALS**

**202**

RIDGECREST HERBALS MAKES THE WORLD'S BEST HERBAL REMEDIES—TARGETED FORMULAS TO IMPROVE YOUR QUALITY OF LIFE. OUR MISSION IS TO CHANGE THE WAY PEOPLE THINK ABOUT HERBAL MEDICINE.

ECLECTIC - WE SCOUR THE WORLD FOR THE BEST INGREDIENTS THAT WORK TOGETHER IN SMALL DOSES—WE CALL IT PORTFOLIO FORMULATION®.

INNOVATIVE - OUR TARGETED FORMULAS COMBINE OLD INGREDIENTS IN NEW WAYS: MAKING THEM SAFER AND MORE EFFECTIVE, TO IMPROVE YOUR QUALITY OF LIFE.

EFFECTIVE - OUR SCIENCE ONLY MATTERS IF IT WORKS FOR YOU. SO, OUR MOTTO IS ON EVERY BOTTLE: "GUARANTEED RESULTS, NATURALLY!"



**ROOTOLOGY**

**24**

ROOTOLOGY BREATHE FREE IS AN AWARD WINNING HERBAL FORMULA FOR FAST-ACTING, NON-DROWSY NATURAL NASAL AND SINUS SUPPORT NO MATTER THE CAUSE OF DISCOMFORT, INCLUDING POLLEN, DANDER, POLLUTION, SMOKE, COLD, FLU OR OTHER CONDITIONS.

A "TAKE-AS-NEEDED" PRODUCT, BREATHE FREE IS MADE OF 13 POWERFUL HERBAL EXTRACTS THAT QUICKLY WORK FOR SINUSES, CONGESTION, RUNNY NOSE, SNEEZING, ITCHY WATERY EYES, COUGH AND HEADACHE. TRYING IS BELIEVING, SO CUSTOMER SAMPLES PROVIDED WITH ALL ORDERS.

## Get To Know All About Your Exhibitors



### **SOVEREIGN SILVER BY NATURAL IMMUNOGENICS 22 25**

NATURAL IMMUNOGENICS (NIC), THE LEADER IN HYDROSOL TECHNOLOGY, IS A SECOND-GENERATION FAMILY-OWNED BUSINESS IN SARASOTA FLORIDA, ESTABLISHED IN 1999. WE ARE COMMITTED TO THE PRINCIPLES OF HEALTH FREEDOM AND HEALTH SOVEREIGNTY, WHICH MEANS HELPING TO EDUCATE PEOPLE ON THE WAYS THEY CAN TAKE CONTROL OF THEIR OWN HEALTH AND WELLBEING. FREEDOM AND SOVEREIGNTY COME WITH RESPONSIBILITY, AND REQUIRE ACTIVE PARTICIPATION TO ACHIEVE AND RETAIN. SOVEREIGN SILVER, THE COMPANY'S RETAIL BRAND IS PROUD TO BE THE #1-SELLING SILVER DIETARY SUPPLEMENT IN NORTH AMERICA WITH 63% MARKET SHARE IN THE NATURAL PRODUCTS RETAIL SPACE.



### **TERRY NATURALLY BY EUROPHARMA 26**

HEADQUARTERED IN GREEN BAY, WISCONSIN, EUROPHARMA SPECIALIZES IN BRINGING BOTH EUROPEAN-TESTED, UNIQUE BOTANICAL BLENDS AND PROPRIETARY, CUSTOM FORMULATIONS TO THE AMERICAN CONSUMER. EUROPHARMA CONTINUES TO ADVANCE THE SCIENCE OF NATURAL HEALTH WITH THE RELEASE OF PRODUCTS SUCH AS CURAMIN®, VECTOMEGA®, HRG80™ RED GINSENG, AND ANXIOCALM®. OUR PASSION IS YOUR HEALTH! IS MORE THAN JUST A MOTTO FOR US. OUR ENTHUSIASTIC STAFF IS TRULY PASSIONATE ABOUT BRINGING EFFECTIVE, PROVEN, HIGH QUALITY PRODUCTS TO OUR CUSTOMERS.



### **WORLD ORGANIC / LICATA ENTERPRISES 1**

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  - \* Fiesta Nutricion
3. National Brands
  - \* World Organic (AMERICA'S PREMIER CHLOROPHYLL)
  - \* General Research
  - \* Malabar / Country Comfort
  - \* Pacifica Culinaria
4. Custom Formulation
  - \* Tablets & Capsules
  - \* Softgels

These are just some of the 2021 Exhibitor Show Pizes & Giveaways!

**STEVITA NATURALS**

**117**



**HUM: FEEL GOOD GUM IS A PURE, VIBRANT AND LONG-LASTING SUGAR-FREE TREAT WRAPPED IN AWARD WINNING PACKAGING. STOP BY FOR YOUR FREE PACK!**



CV SCIENCES®

**CV SCIENCES**

**305**

**COME BY THE CV SCIENCES BOOTH #305 TO GET YOUR Free FULL-SIZE CV DEFENSE PRODUCT (WHILE SUPPLIES LAST)!**



**PROPELLO LIFE**

**318**

**STOP BY PROPELLO LIFE (BOOTH 318) FOR A CHANCE TO WIN A \$200.00 FITNESS PRIZE PACKAGE.**

**(FITNESS PRIZE INCLUDES: \$100.00 LULULEMON GIFT CARD, 2 PRODUCTS, AND A SHAKER CUP; DRAWING WILL TAKE PLACE AT 4pm SUNDAY)**



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**CONTACT:**

James Stolze

Together, MAHO and Cornerstone for Natural are bringing enhanced ELI Code technology to the MAHO Expo show. ELI Codes are based on QR code technology and can be read natively by most modern smartphones without requiring an app. ELI Codes will be available to all exhibitor booths to provide touch free communication to allow attendees to request information, learn more about each company, have access to educational product information, provide contacting options (call, email, text) and more. ELI Codes will also be displayed throughout the show to share MAHO information such as schedules and important updates.



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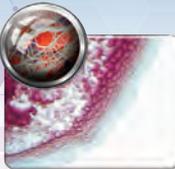


**Have A Great Weekend ~ Thanks For Joining Us!**

## A HEALTHY HEART STARTS WITH HEALTHY BLOOD.

Neprinol combines circulatory cleansing enzymes and co-factors that support the natural digestion and elimination of blood-borne contaminants. This process naturally softens and conditions the blood which supports healthy blood viscosity, fibrin levels, and reduces stress on the heart. As we age, the river of life gets polluted. The time is now to start cleansing the blood to maintain cardiovascular health.

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**BEFORE NEPRINOL**  
Typical blood of a middle-aged person. Image shows increased levels of fibrin, undigested food, and oxidative stress.



**AFTER NEPRINOL**  
Healthy blood of a middle-aged person. Image shows normal levels of fibrin, undigested food, and oxidative stress.



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- Normal Blood Viscosity
- Optimal Blood Cleansing
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- Healthy RBC and Fibrin Levels

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