

# Business

*Named Supplier of the Year-East*

## Purity Life wins 11 awards at expo

Purity Life Health Products Ltd., Canada's largest independent distributor of natural health care products, returned home to Acton with numerous awards garnered at the annual Canadian Health Food Association's (CHFA) industry awards last week.

Among other awards, Purity Life was named Supplier of the Year—East by the CHFA.

"I'm absolutely delighted," said Purity Life president David Chapman. "It's wonderful to be recognized by the industry."

Purity Life, located on Commerce Cres. in Acton, began with Chapman's vision of a company which was committed to "empowering people to create well being in their lives." Focussing on body care products and nutritional supplements, Purity Life is committed to finding and distributing the finest natural products from around the world.

Also held at the event was the seventh annual *alive magazine* Excellence Awards—considered to be the national natural health industry's most prestigious awards program. Retail members cast their ballots for the best products based on quality, consumer popularity, and market appeal, and again Purity Life saw gold.

Treemenda Therapeutics Tea Tree Oil, a new line manufactured



Canadian Health Food Association presented Acton's Purity Life with the Supplier of the Year-East award at its expo last week. Dave Fuller, representing the CHFA board of directors (left) presented the award to Purity Life owners David and Elyse Chapman and Purity Life executive v.p. of sales and marketing, Deane Parkes.

and distributed by Purity Life, cleaned up with five awards:

- Gold, for best aromatherapy product— 15 % Tea Tree Oil with Lavender
- Gold, for best hair care product— Tea Tree Oil Shampoo
- Silver, for best cosmetic product— 15% Tea Tree Lotion
- Gold, for best skin/body care product— Treemenda Tea Tree Oil
- Silver, for best new product— Treemenda Tea Tree Oil.

Other Purity Life award winners were:

- Gold, for best herbal supplement— North American Herb & Spice's Oil of Oregano
- Gold, for best nutritional supplement— Moducare
- Bronze, for best multi-supplement product— Multi-mune
- Bronze, for best nutritional supplement— RespirActin
- Bronze, for best new product— RespirActin for Children.



### Willow Park Ecology Centre Steering Committee

would like to send a great big **THANK YOU** to all the partners, volunteers and supporters who have assisted us in the Year 2000.

Through your help we have created the Robert Noble Tree Trail, built the Pavilion (phase 1), installed the LUNKERS structures, planted the bridge area and creek bank, and improved the Butterfly Garden & Compost Demo Site.

We look forward to your continued involvement during our next phase of development.

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### HALLOWEEN BOOMERNOMICS

Recently released figures from Halloween sales told us how predictable we collectively are. Carlton Cards released a study that reveals that the average Canadian was going to spend \$18 on candy and \$22 on costumes. It is a \$6.8 billion industry in the U.S. this year with \$2 billion generated in candy sales and \$1.5 billion in costumes sales. One quarter of the Halloween market is estimated to be adult participants. We are so predictable that the industry knows that sales will be 35% Snickers, 21% Hershey's chocolates, 14% lollipops, 13% Reese's Peanut Butter Cup, 10% Three Musketeers, Skittles and 9% Milky Way bars according to the retail index.

Where is this going? If Halloween sales are this easy to predict, does not it tell us that our lifestyle as a whole is entirely predictable? Demographers have studied the impact the baby boomers are having on the market and, should you take notice, they will let you know who is buying what and when. Harry Dent, the father of all recent studies, told us in a recent presentation that he could tell where the highest consumption of potato chips in the U.S. is, right down to the postal code. Take the average age that a U.S. resident gets married, get a number on their largest concentration and add 15 years (greatest consumer of chips): voilà, the postal code location.

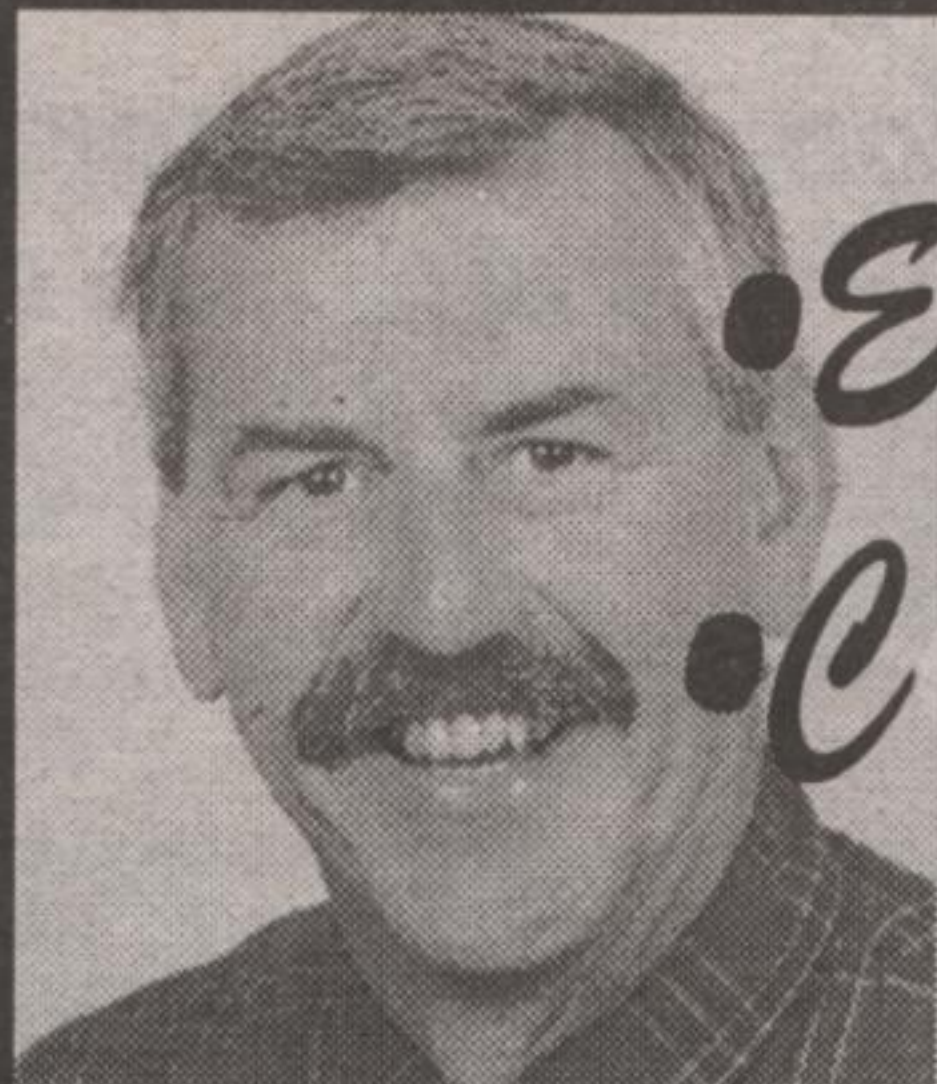
Harry Dent and his cohorts tell us that the Dow, having gone from 700 points in 1981 to 10,000 today, is on track to be close to 30,000 by 2009, while moving between the lines of greed and fear. The Nasdaq did a similar move from around 250 points in 1980, to around 3,000 today and if the moving average remains consistent will reach close to 30,000 by 2009.

We would be more than happy to share the facts with you and help you gain from this knowledge so you can apply it to your personal situation.

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