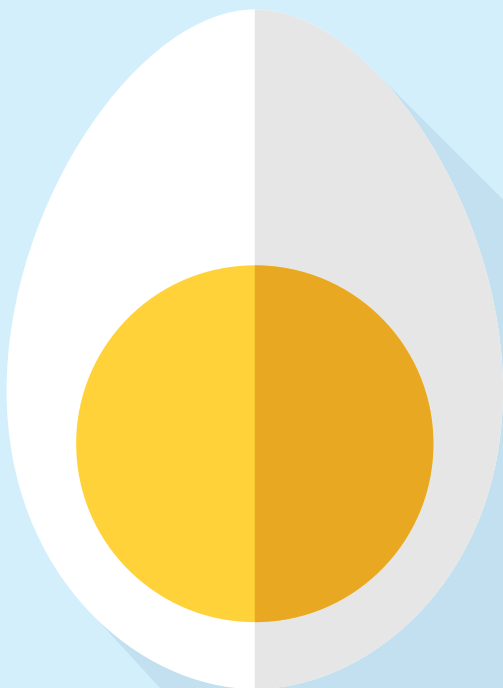


Wise Food & Lifestyle Choices
for Better Overall Health

THE IMPORTANCE OF BRAIN HEALTH



FOOD FOR
THOUGHT

HEALTHY EATING AND LIFESTYLE HABITS MATTER

Have you noticed yourself or a family member becoming more forgetful? Are you wondering what you can do to keep your mind sharp? If so, it's good to know that eating well and living well can help to keep your mind functioning at its best.

Every choice you make can make a difference!



HEALTHY BEGINNINGS

Good nutrition is vital to support healthy brain development from the very beginning. The brain's incredible growth starts before birth. Then as healthy newborns soak up information from their surroundings, billions of connections form between nerve cells in their rapidly developing brains. Brain development continues throughout childhood and a second wave of dramatic changes takes place during adolescence.

If you are worried about your memory, be sure to talk to your doctor.

HEALTHY AGING

We now know that the brain doesn't remain fixed after early development in childhood. Research shows brain cells can continue to regenerate throughout life. In the healthy aging brain, damaged cells are repaired and new connections continue to form between brain cells. That's why healthy lifestyle choices, such as good nutrition and active living, are so important for maintaining brain function as we age.



HERE'S WHAT YOU CAN DO:

- **Make healthy food choices** — Eating Well with Canada's Food Guide is a good place to begin. Use what you learn in this booklet to help you make healthy choices.
- **Enjoy regular physical activity** — get your body moving for 30 to 60 minutes each day. Choose activities you like, such as a walk, bike ride, yoga class or ball game.
- **Challenge your brain** — keep your brain active every day. Play games like word or number puzzles. Pursue different interests, learn new things and enjoy hobbies.
- **Be socially active** — stay connected socially to stay connected mentally. Phone or get together with family, friends or neighbours. Get involved with a group.
- **Protect your head** — to avoid brain injuries like concussions. Wear an approved helmet for activities like cycling, skating, boarding or skiing. Buckle up and drive safely.
- **Choose wisely** — If you smoke, adopt a plan to stop. If you choose to drink alcohol follow Canada's Low-Risk Alcohol Drinking Guidelines. See: <https://www.ccsa.ca/canadas-low-risk-alcohol-drinking-guidelines-brochure>
- **Manage daily stress** — practice helpful techniques like mindfulness, relaxation, meditation, yoga or walking to help reduce stress. Try to make time for yourself.



A man and a woman are jogging together on a path in a park. The man is wearing a white and red jacket, and the woman is wearing a red jacket. They are both smiling and looking at each other. The background is a lush green park with trees and a path.

TAKE ACTION FOR BETTER BRAIN HEALTH

**It's never too soon or too late to take action
to benefit your brain health!**

FOCUS ON NUTRITIOUS FOOD CHOICES

Choose a healthy variety and balance of nutritious foods to help fuel and protect your body and brain. Foods that provide healthy fats, antioxidant nutrients, B-vitamins and essential minerals are all important for brain health.

HEART-HEALTHY HABITS MAKE GOOD SENSE

Did you know that heart-healthy eating and lifestyle habits also benefit brain health? For example, omega-3 fats reduce inflammation, and help to

promote healthy blood vessels and brain cells. Antioxidant nutrients and regular physical activity can also play a role in fighting inflammation. Chronic inflammation is now recognized as a common factor in the development of Alzheimer's disease, autoimmune diseases such as rheumatoid arthritis as well as cardiovascular disease. In addition to supporting healthy brain function, omega-3 fats and physical activity may help protect your joints and prevent blood clots.

HEALTHY FATS

Brain cells continually refresh themselves with fats. Two types of polyunsaturated fats are essential because our body cannot make them. These include the omega-3 fatty acid alpha-linolenic acid (ALA) and the omega-6 fatty acid linoleic acid (LA). The omega-3 fatty acid, docosahexaenoic acid (DHA), is especially important for brain development and is considered physiologically essential since our body makes very little and needs additional sources. DHA is a major component of brain cell membranes and is the most abundant fatty acid in the brain's grey matter.

Some studies have found higher blood levels of the omega-3 fatty acids DHA and eicosapentaenoic acid (EPA) are associated with better brain function in older adults and a lower risk of dementia, including Alzheimer's disease.^{1,2} Research also suggests that higher EPA and DHA intakes may help reduce symptoms of depression in adults as well as Attention Deficit Hyperactivity Disorder (ADHD) in children.³⁻⁵ The Canadian Network for Mood and Anxiety Treatments recommends omega-3 fats among other treatments to alleviate depression.⁵

Good choices include:

fatty fish, vegetable oils such as canola oil, nuts, seeds, eggs and other foods enhanced or fortified with omega-3 polyunsaturated fats.



QUALITY PROTEIN

Protein supplies building blocks for brain cells and neurotransmitters — the substances that brain cells use to communicate. Complete proteins provide all of the nine essential amino acids which are building blocks for your body and brain.

Good choices include:

eggs, fish, poultry, lean meats, milk products and soy. Sources of incomplete protein such as whole grains, legumes, nuts and seeds can also help you meet your protein needs.

Aim for a healthy balance

Learn more about how to eat well with Canada's Food Guide at: food-guide.canada.ca



GOOD CARBOHYDRATES

Carbohydrates are your brain's primary source of energy. Good choices include complex carbohydrates that are digested and absorbed more slowly because they can help keep blood sugar levels steady.

Good choices include:

whole grains, vegetables, fruit, legumes (like lentils, dried beans and peas), nuts and seeds.

ANTIOXIDANTS

Vitamins A, C, D, E and other nutrients such as lutein help protect the cells in the body and brain from damage. Colourful vegetables and fruit provide a wide range of other plant compounds that are also antioxidants.



Good choices include:

vegetables, fruit, nuts, seeds, vegetable oils, egg yolks, fatty fish, and milk fortified with vitamin D.

B-VITAMINS

Folate (folic acid) and vitamins B₆, B₁₂ and choline are vital for healthy brain development and function. These B-vitamins can also help lower homocysteine levels — which may in turn benefit both heart and brain health.

Good choices include:

whole grains, leafy green vegetables, legumes, nuts, lean meats, poultry, fish and eggs.

MINERALS

Essential minerals such as iron, zinc, magnesium, potassium, calcium and selenium are also critical for brain development and function. These are found in a wide range of nutritious foods.

Good choices include:

whole grains, green leafy vegetables, fruit, legumes, lean meats, poultry, fish, milk products, nuts and eggs.

ACTIVE LIVING AND HEALTHY WEIGHTS

Active living and healthy weights promote optimal brain health too! Regular daily activity helps improve blood flow to your body and brain and can reduce inflammation as well. It's important to keep your weight, blood sugar, blood cholesterol and blood pressure within recommended ranges. Eating well and being active are two of the most important steps you can take for the health of your body and brain!

ON THE PURCHASE OF NATUREGG™ OMEGA 3 AND OMEGA PLUS™ PRODUCTS

LIMIT ONE COUPON PER CUSTOMER.
EXPIRY DATE: MARCH 31, 2022.
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ON THE PURCHASE OF
EGGS2go!™ OMEGA 3 HARD
BOILED EGGS

LIMIT ONE COUPON PER CUSTOMER.
EXPIRY DATE: MARCH 31, 2022.
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LIMIT ONE COUPON PER CUSTOMER.
EXPIRY DATE: MARCH 31, 2022.
TM TRADEMARKS OF BURBRAF FARMS LIMITED



A natural choice for people looking for foods rich in essential nutrients!

Eggs are one of nature's most nutritious foods – they're an excellent source of protein, plus they provide 16 other important nutrients.

Naturegg™ Omega 3 Eggs

Each serving of 2 large eggs (105 g) provides:



- a source of omega-3 of which 150 mg is DHA omega-3
- 70% of Daily Value Vitamin E
- 18% of Daily Value Folate
- 65% of Daily Value Vitamin B₁₂

EGGS2go!™ Omega 3 Hard Boiled Eggs Snack Pack

Each 2 medium egg serving (88 g) provides:

- a source of omega-3 of which 130 mg is DHA omega-3



Naturegg™ Omega Plus™ Liquid

Each serving (100 g) provides:

- 200 mg of DHA + 200 mg of EPA omega-3
- 0.8 mg of lutein
- Source of Vitamin D

Naturegg™ Omega Plus™ Eggs

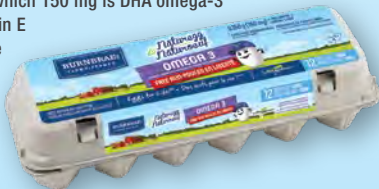
Each 2 large egg serving (105 g) provides:

- 245 mg of DHA + EPA omega-3
- 1 mg of lutein
- Source of Vitamin D

Naturegg™ Omega 3 Free Run Eggs

Each 2 large egg serving (105 g) provides:

- a source of omega-3 of which 150 mg is DHA omega-3
- 70% of Daily Value Vitamin E
- 18% of Daily Value Folate
- 65% of Daily Value Vitamin B₁₂
- Laid by hens in open concept barns equipped with nests



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This information is for educational purposes and is not intended to replace advice provided by your doctor or dietitian.

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