

We have weekly and monthly specials, special days for seniors and owners, and our famous Super Tuesday!



# Rock County's premier natural foods store!



(608) 754-3925  
www.basicshealth.com

1711 Lodge Drive, Janesville, WI 53545  
Open: Monday - Saturday 8 - 8 & Sunday 10 - 6

Prices on this page effective 2/1-2/14/12. See in-store co+op deals fliers for more great specials on your favorite natural products!

# February Savings



**Bulk**  
**Organic Quick Rolled Oats**



**\$1.19**

Per pound 2/1-2/14/12

**Organic Valley Organic Cream Cheese**  
8 OZ



**\$2.49**

Excellent for desserts, dips, sauces, and casseroles.  
2/1-2/14/12

**Van's Natural Foods 97% Fat Free Waffles**  
8 OZ

**\$2.29**

2/1-2/14/12



**Terra Chips Sweets And Carrots**  
6 OZ

**2/\$5**

Cooked in expeller pressed oil, this blend of delectable sweet potatoes and naturally sweet carrots is a unique and delicious combination. 2/1-2/14/12



**\$1.99**

Love poem inside every wrapper! 2/1-2/14/12

**Chocolove Xoxox Chocolove Premium Belgian Chocolate Bars**

**Crofters Organic Morello Cherry Premium Spread**  
10 OZ

**\$2.39**

All the flavor comes from the organic fruit and the careful preparation which preserves their natural goodness. 2/1-2/14/12



**Muir Glen Organic Whole Peeled Tomatoes**  
28 OZ

**\$1.99**

2/1-2/14/12



**Natural Sea Light Tongol Tuna Chunk**  
Salted  
6 OZ

**\$1.99**

The mildest flavored tuna, found seasonally in the waters of the South Pacific. 2/1-2/14/12



**Westbrae Foods Organic Black Beans**  
Fat Free  
25 OZ

**2/\$4**

Organic Black Beans have found their way into endless creative dishes, hot and cold. Use for beans and rice, burritos, nachos and more. 2/1-2/14/12

# get smart about your heart

February is Heart Health Month



## What's the Big Deal About Omega-3's & Flax?

First, a short Blood Pressure Refresher Course:

- Each heart beat sends blood coursing through your arteries. The peak pressure exerted by this contraction is called systolic blood pressure.
- Between beats, the heart relaxes and blood pressure drops. This very lowest reading is referred to as diastolic pressure.
- A normal blood pressure reading for an adult is 120 (systolic) / 80 (diastolic).
- High blood pressure, or hypertension, refers to a reading of greater than 140/90.

Elevated blood pressure is one of the major risk factors for a heart attack or stroke, which account for over 43% of all deaths in the U.S.

Over 60 million Americans have high blood pressure, and dietary factors appear to be the primary reason.

One way to decrease blood pressure through diet is to increase consumption of plant foods and decrease animal food sources. In addition, over 60 double blind studies have demonstrated that Omega-3 supplementation is very effective in lowering blood pressure.

(continued on page 3)

Prices on this page effective 2/15-2/28/12. See in-store co+op deals fliers for more great specials on your favorite natural products! Basics Co-op Owners save an additional 5% or more!

Clif Bar  
**Nutz Over Chocolate  
Luna Bar**  
Made With Organic Ingredients  
1.69 OZ



**99¢**

Richly satisfying chocolate meets peanuts in a crunchy combo.  
2/15-2/28/12



Pacific Natural Foods  
**Organic Oat  
All Natural  
Non-Dairy  
Drink**  
Low Fat Vanilla  
32 OZ

**\$1.99**

A naturally sweet drink.  
2/15-2/28/12

**\$2.79** Nature's Path  
**Organic  
Optimum  
Power  
Oatmeal**  
8/1.4 OZ



Developed for today's hectic lifestyle, this blended hot cereal is rich in fiber, low in saturated fats, and a source of protein. 2/15-2/28/12

Bulk  
**Unsprayed Almonds**



**\$4.79**

Per pound 2/15-2/28/12



Imagine Foods  
**Organic  
Creamy  
Butternut  
Squash Soup**  
32 OZ

**\$2.99**

Made with the finest organic vegetables, lightly simmered with fresh herbs and delicious seasonings.  
2/15-2/28/12



Choice Organic Teas  
**Organic Japanese  
Green Tea**  
16 BAG

**\$2.99**

Choice Organic Teas are certified organic by Quality Assurance International, an independent third-party organic certifying agency.  
2/15-2/28/12



Rudi's  
**Organic  
Whole Wheat  
Honey Sweet  
Bread**  
22 OZ

**\$3.59**

100% whole wheat with a classic, dense wheat flavor with great taste. 2/15-2/28/12



Arrowhead Mills  
**Organic  
Multigrain  
Pancake Mix**  
26 OZ

**\$2.99**

2/15-2/28/12

Blue Sky  
**Root Beer Natural Soda**  
6 PK



**2/\$4**

Delicious with absolutely no artificial anything in it! No preservatives, no artificial colors and only natural flavors.  
2/15-2/28/12

**\$4.29**

So Delicious  
**Organic  
Chocolate  
Non-Dairy  
Frozen  
Dessert**  
32 OZ



Cool, creamy, certified organic and undeniably delicious. 2/15-2/28/12

Bulk  
**Organic Brown Flax  
Seeds**



**\$1.49**

2/15-2/28/12



Enjoy Life  
**Snickerdoodle  
Cookies**  
6 OZ  
**\$2.99**

These classic cookies are topped with cinnamon sugar and are so good we promise you won't be able to eat just one.  
2/15-2/28/12

## Upcoming Events

7th- Super Tuesday! 15% savings store-wide 8am-8pm.\* Chi Machine Demo 8am-5pm  
 12th- Hot Breakfast Benefit for Head Start of Rock & Walworth Counties 10am-1pm  
 15th- Mercy Healthy Bites 11:30am-12:30pm (For more info & to RSVP call Mercy at (608) 756-6100)  
 19th- International Food Tasting & Sale 11am-3pm  
 25th- Stitch N Bitch FiberFest 8am-4pm (For more info contact Judith at proartist@aol.com)  
 \*some exclusions apply.

### From the Board:

## Tom's Dark Chocolate Rum Truffle Recipe

A favorite recipe from Tom Peczerski, Basics Board Member since 2005!

### Instructions:

1. Finely chop in food processor 10.5 ounces (3 bars) Ghirardelli 72% Cacao Twilight Dark Chocolate, or substitute your favorite brand with 70% or higher cacao content.
2. Add 1 Tbsp honey and mix.
3. Meanwhile heat to scalding temperature ½ cup plus 1 Tbsp heavy cream and pour heated cream over ground chocolate.
4. Pulse and scrape sides until chocolate is thoroughly melted.
5. Add 3 ½ Tbsp of softened unsalted butter. Pulse and scrape sides to mix thoroughly.
6. Add 3 Tbsp rum (dark rum is best) and pulse until thoroughly mixed.
7. Place in a bowl and chill until very firm.
8. Scoop and roll by hand into balls with a #100 ice cream scoop. For smaller truffles use a #50 scoop.
9. After formed into balls, chill and then roll in baking cocoa.
10. For darker chocolate substitute 1 bar with Ghirardelli 86% Cacao Midnight Reverie chocolate.

## Free Hot Breakfast to Benefit Early Head Start Programs Sunday, February 12th 10:00am-1:00pm Basics Community Room

An event to increase awareness of and support for Early Head Start of Rock & Walworth Counties, to coincide with National Hot Breakfast Month! Early Head Start provides comprehensive educational, health, nutrition and family services, including opportunities for parental involvement, to low income children and their families. Join us in the Basics Community Room for a nutritious hot breakfast free of charge; a donation to Early Head Start is suggested but not required. 100% of donations collected will go to support Early Head Start programs in our area.

Menu plans include oatmeal with toppings, pancakes, scrambled eggs, breakfast meats, coffee and milk, plus gluten free and vegan options.

Thank you in advance to Organic Valley Family of Farms, Earth Balance, and the other generous companies who donated food for this event.  
**Eat Well, Do Good!**

\*Seating will be on a first come, first serve basis. To reserve your space and avoid a wait, please call Basics at (608) 754-3925 with your last name, expected arrival time and the expected number of people in your party.

### FREE 14 DAY TRIAL MEMBERSHIP



**Janesville Athletic Club**  
Open 24 Hours  
 1301 Blackbridge Rd.  
 756-3737

**Voted  
 Janesville's  
 Best Fitness  
 Centers!**



**Janesville Athletic Club**  
EXPRESS  
 15 W. Milwaukee St.  
 757-6855

[JanesvilleAthleticClub.net](http://JanesvilleAthleticClub.net)

Valid for local area residents only. Must be 14 years of age or older. Photo ID required. Limit 1 free trial membership per person per year. Not valid for college students home on breaks.

## International Food Tasting & Sale Sunday, February 19th

Have you ever visited the "ethnic" foods aisle and wondered how in the world (pun intended) to prepare those products? Well, wonder no more! Visit Basics on Sunday the 19th from 11am-3pm to sample and pick up recipes for several tasty traditional dishes made entirely with ingredients you can find here at Basics!  
 ~Try Indian, Thai, Mediterranean, German & More  
 ~ Save on Select Brands, Sunday the 19th Only!!



**Naturopathic Family Clinic**  
*healing the whole person*

BLENDING SCIENCE & NATURE FOR SAFE, EFFECTIVE HEALTHCARE

NEW! 5% discount off visits for Basics Coop members  
 Dr. Jill Evenson • Dr. Allison Becker • Dr. Carrie Kaiser  
 4539 Woodgate Dr, Ste A, Janesville, WI 53546  
 608-531-0079

(continued from page 2) Along with reducing the intake of saturated fat, one tablespoon per day of flaxseed oil should drop both systolic and diastolic readings by up to 9mmHg. One study found that for every 1% increase in body alpha-linolenic acid content (the Omega-3 found in flax oil), there was a decrease of 5mmHg insystolic, diastolic, and mean blood pressure. Due to the increasing popularity of flaxseed oil as a source of Omega-3s, you can now find it in a variety of forms. In addition to traditional flaxseed oil supplements, Basics offers several varieties of packaged ground flaxseed and two varieties of whole, unprocessed flax seeds in bulk. Other options include Nature's Path Flax Plus Hot Oatmeal, Sami's Bakery Millet & Flax Bread and Yogi Mountain Blueberry & Flax Granola Crisps. Visit the Supplements Department at Basics for more information on the benefits of Omega-3's and flax for heart health!

## Did You Know? The United Nations has declared 2012 the International Year of Cooperatives!

This is an acknowledgement by the international community that cooperatives drive the economy, respond to social change, are resilient to the global economic crisis and are serious, successful businesses creating jobs in all sectors. Thank you for making a positive difference by supporting cooperative enterprises, from food Co-ops to credit unions to cooperative coffee producers! Eat Well, Do Good!

## February Supplements and More...



Avalon  
Avalon  
Organics

**20% OFF**

Shampoo & Conditioner  
2/1-2/14/12

**NORDIC  
NATURALS**



**20% OFF**

All Products Line Drive  
2/15-2/28/12



**15% OFF**

Biokleen Cleaning  
Products 2/1-2/28/12



**15% OFF**

Basics Brand Supplements  
Every Sunday



1711 Lodge Drive  
Janesville WI 53545  
www.basicshealth.com

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Janesville, WI  
Permit #1276

RETURN SERVICE REQUESTED

Aura Cacia  
Lavender Harvest  
Mineral Bath  
2.5 OZ



**\$2.29**

Blended with just the right mix of  
100% essential oils to benefit  
mind, body and spirit.  
2/1-2/14/12



Seventh Generation  
Free & Clear  
4X Liquid  
Laundry  
Detergent  
50 OZ

**\$11.99**

2/1-2/14/12



Spectrum Essentials  
Omega-3 &  
Fiber Chia  
Seed  
12 OZ

**\$5.99**

Gluten free and rich in essential  
fatty acids. 2/15-2/28/12

**SAVE All Week Long,  
Only at Basics Co-op!**

**Every Sunday**

Save 15% on Basics Brand  
Vitamins

**Every Monday**

Save 15% on Fresh Produce

**Every Tuesday**

Seniors Save an Additional 5%

**Every Wednesday**

Janesville Athletic Club Members  
Save 10%

\*Basics Owners Save 5% EVERY DAY, Senior  
Owners 10%! Not yet an Owner? Ask any staff  
member for details! Some exclusions apply.



Emerita  
Paraben Free  
Progest Cream  
2 OZ

**\$19.99**

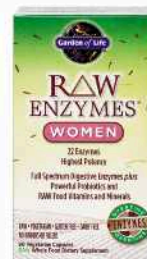
Absorbs quickly through the skin,  
and you're on your way back to  
natural balance. 2/15-2/28/12



Nature's Plus  
Source of Life®  
Gold  
Chewables  
90 tablets

**\$36.99**

2/1-2/28/12



Garden of Life  
RAW  
Enzymes  
Women  
90 veg caps

**\$37.99**

2/1-2/28/12

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SOME ITEMS MAY NOT BE AVAILABLE. NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.