

### What about Flax seed? How do Chia seeds compare to flax seed?

- our Chia is a better source of Omega-3's - it is lower in total fat and higher in fibre
- flax seeds must be ground to release the nutritional benefits – chia seeds do not need to be ground
- ground flax can go rancid after only 90 days – sooner if not refrigerated. Chia seeds do not require refrigeration and can be stored for years.

### Other benefits of eating Chia?

- Chia digests slowly, helping to stabilize blood sugar levels by slowing the conversion of carbohydrates into sugars
- Chia's high fibre content and extreme ability to absorb water is helpful with Weight Management – you feel full longer, reducing cravings and overeating
- Helps with Hydration – absorbs up to 12x its weight in moisture, regulating absorption of nutrients and body fluids and balancing electrolytes – great for athletes!

*"Chia added to my morning cereal and smoothies keeps my energy up. I have Chia every day to make sure I'm getting everything I need — Omega-3, vitamins, antioxidants — everything is in there. Fits my lifestyle perfectly."*

*Suzanne K., WATERLOO, ON*

*"Healthy eating and nutrition choices are keys for Optimum Health. Chia is an exceptional product to assist with craving control, blood sugar management, portion control and reducing excess body fat. Our clients feel the difference with Chia."*

*Steve Ingle, PROGRAMS COORDINATOR, OPTIMUM HEALTH CENTRE*

Learn more about Chia at [www.elpeto.com/chia](http://www.elpeto.com/chia).

Questions? [chiachat@elpeto.com](mailto:chiachat@elpeto.com)

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Non GMO



100% of your daily Omega-3's

Looking for a quick & simple way to get 100% of your daily Omega's plus antioxidants, fibre, protein, vitamins, minerals and more?  
Everyday? In a whole food?

## Just Sprinkle the Seeds...



# Nutrition from Nature

Rich in Fibre, Protein & Natural Antioxidants

# What Is Chia?



THE CHIA PLANT  
(SALVIA HISPANICA L.)

The chia plant belongs to the mint family and its seeds are now known to be one of the most highly nutritious foods available today — some say more than any other whole food. These tiny seeds can be white or black or a mixture — all extremely high in nutrient value.

Rich in history, naturally packed with nutrients, chia seeds can be traced back thousands of years to the Aztec and Mayan diets. They are now understood to contain an astounding range of important nutritional benefits.

Including these tiny seeds in your diet is one of the healthiest ways for you to get the nutrients you want in a simple and easy way... **just sprinkle them in almost any food.** Chia will not alter the flavour of food, just boost its nutritional value.

Just add a 2 tablespoon (15g) serving of our chia seeds to your favourite cereals, yogurt, smoothies, soups or sauces...whatever you like, and you'll be getting:

- over 2700 mg of Omega-3 fats to help protect against heart disease & inflammation, and to support optimal brain function. That's over 100% of Health Canada's 1400 mg daily recommendation!
- over 5g of fibre for digestive, cardiovascular and colon health, and to assist with weight control. Health Canada recommends between 25-38g per day, and those 2 spoonfuls pack over 20%!
- over 2 g of cholesterol free, plant-source protein, vital to our bodies for building and repairing tissue

## Plus Chia is bursting with...

- Potent antioxidants to help fight off diseases like cancer, defend against cell damage from aging, protect against memory loss and promote eye health
- B vitamins and vitamin C for immune support and collagen building
- Vital minerals like calcium, magnesium, boron, potassium and iron

**GREAT FOR KIDS!**



**100% of daily Omega-3's • rich in heart healthy fibre, protein & natural antioxidants • gluten free  
low fat & trans fat free • cholesterol free • low in sodium • sugar free**

## 1g of our Chia Seeds vs. 1g of these common foods\*

### OMEGA-3

Chia has - 10x more than wild salmon  
10x more than walnuts

### IRON

Chia has - 6x more than one egg  
3x more than spinach

### FIBRE

Chia has - 20x more than oatmeal  
3x more than Kellogg's Raisin Bran  
2x more than flax

### PROTEIN

Chia has - 4x more than 1% milk  
2x more than kidney beans

### CALCIUM

Chia has - 5x more than 1% milk  
13x more than broccoli

\*NUTRITIONAL ANALYSIS COMPARES OUR CHIA TO NUTRITIONAL DATA OF FOODS USING VALUES FROM BOTH HEALTH CANADA WWW.HC-SC.GC.CA AND BOWES & CHURCH'S FOOD VALUES OF PORTIONS COMMONLY USED 18E.

## Take our Chia challenge and feel the difference!

Add this versatile, highly nutritious whole food to your diet – **WE RECOMMEND 1-2 TABLESPOONS PER DAY** – and in only a few days you should feel the difference – to your energy, vitality and overall well being.

Step 1 - Keep active, eat a diet rich in vegetables, fruits, whole grains and **drink plenty of water.** Always begin here – these are the basics of feeling good.

Step 2 - Start TODAY, add some Chia to a meal or snack like cereal or yogurt

Step 3 - Feel the difference as the higher fibre and water intake help to relieve constipation and improve elimination of wastes and toxins; your body will enjoy the uptake of vital nutrients, endurance and resistance to illness.

Celebrate your results and tell us how much better you feel!  
Send your comments to [chiachat@elpeto.com](mailto:chiachat@elpeto.com)

Here are a few deliciously simple and nutritious Chia recipes to try:

### Chia Berry Smoothie

Into a blender add:  
1 cup ice cubes  
1 cup plain yogurt  
1 cup fresh or frozen berries  
1 banana  
1/2 cup milk, soy or rice milk  
1 – 2 tbsp. Chia seeds  
Blend until smooth.

### Healthy Hot Cereal

Prepare hot cereal choice using El Peto Cream of Rice cereals or GoGo Quinoa flakes. Before serving stir in 1-2 tbsp. Chia seeds plus nuts and fresh berries. Serve with milk.

(pure oats may be used if tolerated)