



Welcome to the February edition of our monthly newsletter and the first one for the year. Most of us are in back to school and work routines again but we hope you are still enjoying this lovely summer weather. This is such a wonderful time of year for summer produce, and with the hot summer weather we have been having we thought we would focus on the importance of keeping well hydrated with organic vegetables and fruit, so read on for lots of tips and information.

The importance of Hydration

Hydration plays such an important role in our overall health, if our cells are not sufficiently hydrated, it is hard for them to receive nutrients and function in an optimal way. Being well hydrated helps our joints, and organs function better, prevents infections, removes waste from the body, and improves sleep quality, cognition and mood.

Our bodies are made up of approximately 75-80% water when we are born and over time that percentage decreases and can get as low as 55-50% by the time we are 50. So as we get older it becomes more important to stay well hydrated.

While drinking water is important for hydration it's not the whole picture, as drinking more water doesn't always lead to more hydration. We need to improve the capacity for it to enter our cells and retain it, otherwise it can go straight through us without supporting our cellular hydration.

The water in fruits and vegetables are surrounded by molecules that facilitate the entry of water into cells, which is why it is referred to as cellular water. Cellular water is absorbed slowly, providing you with lasting hydration. Studies show that fruits and vegetables can hydrate the body twice as effectively as a glass of water. Eating foods with a high-water content will provide you with not only the water to quench your thirst, but also the electrolytes, vitamins, minerals and fibre that help your cells hydrate from the inside out.



Celery - 95% water



Cantaloupe - 92% water



Tomato - 94% water



Lettuce - 95% water



Pear - 89% water

Top 10 Hydrating Foods



Blueberries - 95% water



Grapefruit - 90% water



Pineapple - 95% water



Watermelon - 96% water



Cucumber - 96% water

New Products

- Savour cashew nut butters \$13.00
- Ceres Fritter mix & Burger mix \$6.90
- Patch Bamboo plasters pack of 25 \$8.50
- Munch organic cotton lunch bags \$37.90, stainless steel lunch boxes \$32.00 & \$36.90
- Munch organic cotton food covers, food wraps & bread bags, all \$27.90
- Nil beeswax soap wraps \$8.50
- Lifestream Collagen Beauty Booster, vegan, \$66.50



In store Specials (while stocks last)

- Oku all teas and elixirs 15% off
- Thursday Plantation Tea tree oil 10ml \$8.90 & 25ml \$13.90
- Thompsons supplements all on special
- Good Health supplements all on Permanent special
- Go Healthy supplements on permanent special
- Organic plums all only \$3.90 kg & and organic tomatoes from \$4.90kg
- Viberi All blackcurrant chocolate range 15% off
- Little Bird All crackers and biscuits 10% off

Improving Cellular Hydration

Eat a water rich diet of vegetables and fruits - this is one of the best and most enjoyable ways to improve cellular hydration and overall health outcomes.

Increase your fibre intake - this will automatically happen if you're eating a lot of water rich vegetables and fruits. Fibre helps food stay in your gut longer, allowing you to digest food more completely and to absorb more nutrients.

Water quality - filtering your water with a water filter is one of the simplest ways to improve how hydrating your water is. Tap water may contain chlorine and in some cases traces of heavy metals which all interfere with how it is utilised by the body.

Electrolytes & supplementation - for your cells to hydrate you want to make sure you have plenty of electrolytes so they can communicate electrically with one another. The most significant electrolytes that contribute to cellular hydration are sodium, chloride, potassium, magnesium, and calcium.

Exercise - always a cornerstone for good health outcomes including cellular hydration, it helps improve circulation and overall cellular health, promoting your cells ability to become hydrated and excrete waste.

Look at your alcohol intake - alcohol has a dehydrating effect on the body, so look at limiting your intake and if you are drinking alcohol consistently try adding in extra water and water rich foods to offset this.

Stress less - constant stress is dehydrating, do what you can to minimise it, try and get some relaxation into your day to allow your body to relax and rejuvenate. Support your stress levels with herbs and supplements and minerals such as magnesium.

Please talk to our Naturopaths & Herbalist for more support.

Adapted from an article by Megan May from "Little Bird Organics" in the Eco Store Newsletter January 2021.



Chocolate for Valentine's!

Chocolate is a favourite choice for Valentine's day, but it is an industry with a long history of child slavery, corruption and abuse.

So be sure to show cocoa farmers respect and love by purchasing only ethical chocolates this Valentine's Day. By supporting fair trade and organic cocoa and coffee companies we are ensuring the safe and ethical treatment of the farmers, workers, and families involved in their production.

Did you know?

- We have back to school lunches sorted with stainless steel lunch boxes, drink bottles, beeswax
- Wraps, organic cotton snack bags and more! and drink bottle needs, plastic free!
- A naturopath and Herbalist is in store all day every day to support you and your family's health.
- The cellulose and paper bags we use for packaging are all completely home compostable. Do bring them back if you are unable to compost them and we will compost them for you.
- We will also compost the Bostock Chicken, Organic Butchery and any other compostable packaging if you cannot compost them yourself.
- We are a drop off point for Eco store's recycling programme. So bring in any of their unwanted containers and we will send them back to Eco Store. There is a box in the refill area.
- We are proudly certified Organic as a Store with Bio Gro New Zealand.

Hydrating Cucumber and Melon Salad

Summer is all about keeping yourself hydrated and this a great salad to whip up after a day in the sun.

- Chop the watermelon or rock melon, cucumber, celery and red onion and mix together in a large salad bowl.
- Add chopped coriander and cubed feta cheese. The salty feta cheese paired with the sweet watermelon is such a delicious combination.
- Add fresh lime juice and toss to combine. Sprinkle with salt and pepper then enjoy!
- You can substitute the coriander for fresh basil or mint! They all work beautifully with this recipe.
- Add blueberries to this recipe to add another vibrant pop of colour.

For a vegan-friendly version, substitute with a vegan feta alternative or nuts.



Hydrating and Anti-Aging Face Mist

Face mists & toners not only nourish your skin, but they can also help address issues such as dehydration and blemishes. They should be a part of your twice-daily beauty routine but can be used more often if needed at any time of day. This hydrating facial mist fights sun damage and pollution

- 150- 200ml mls water
- 3 hibiscus tea bags (or 2 teaspoons loose flowers)
- 30ml witch hazel
- 1/2 teaspoon vitamin C powder

Bring 150mls of water to boil, turn off the heat, and add three organic hibiscus tea bags. Steep covered for 20 minutes or more. Strain and add 30ml of alcohol-free witch hazel and 1/2 teaspoon of vitamin C powder. Mix well and transfer to a spray bottle.

Apply each morning and evening after cleansing.

Store in the refrigerator for up to 1-2 weeks.



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