

## Innovation sets the pace at natural, organic products expo

TORONTO, ON – August 22, 2007 – It's not everyday that a Canadian developer of household sanitizing systems wins recognition from *Time* magazine. But Tersano did just that when it was named as one of the top inventions of 2006.

Tersano is one of 500 companies participating in CHFA Expo East at Metro Toronto Convention Centre from September 6-9, 2007 presenting innovative ideas to members of the natural health and organics industry. The St. Catharines-based business will display its line of Lotus brand appliances which infuses tap water with ozone to create a powerful sanitizing agent free of harsh chemicals.

Due to increasing consumer interest and demand in health and wellness, a growing number of businesses are creating and distributing products that respond to this demand and are environmentally sustainable. Retailers will be able to see the newest developments in natural and organic health and beauty aids; herbs and botanicals; homeopathics; natural and organic food; natural pet products; organic fibre products; sports nutrition; supplements and Traditional Chinese Medicine.

Trends in the natural health and organic industry include, but are not limited to:

- Organic food to fibre: baby food, candy, coffee, sheets and towels
- Personal care products that are Fair Trade and environmentally friendly
- Supplements that promote healthier skin and slow down the effects of aging
- Teas: green, white, oolong, and green barley
- Natural nutrition for cats and dogs

CHFA Expo East consists of a conference, September 6-7, and trade show, September 8-9, and attracts sizable attendance, bringing a wide range of manufacturers and retailers together to share ideas, knowledge and new products. It ranked 31st in 2006, up from 43<sup>rd</sup> in 2004, as one of the top 50 largest trade shows in Canada, according to U.S. industry publication, *Tradeshaw Week*.

*The Canadian Health Food Association ([www.chfa.ca](http://www.chfa.ca)) is Canada's largest national trade association dedicated to the natural and organic products industry. Our members represent the entire supply chain including growers, manufacturers, retailers, wholesalers, distributors, and importers involved in a variety of industry sub-sectors such as vitamin and mineral supplements, herbal products, homeopathics, sports nutrition products, natural and organic foods, fibres and health and beauty aids. CHFA member products support Canadians seeking optimal health and quality of life.*

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For an information sheet with more new products appearing at Expo East or to register as media, contact Natalie Cajic, Communications Coordinator at 416-497-6939 ext. 234, 1-800-661-4510 or [ncajic@chfa.ca](mailto:ncajic@chfa.ca).

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### CHFA Mission

We believe that Canadians deserve access to safe and efficacious natural products.

The CHFA exists to empower and support our members by acting on their behalf to secure a fair regulatory environment, hosting forums that showcase innovative products, delivering ongoing vital and relevant education, and providing valuable member services.

This ensures that our industry is sustainable and stronger both culturally and financially.

### Mission de la l'ACAS

L'ACAS croit que les Canadiens méritent d'avoir un accès sûr et efficace aux produits de santé naturels.

L'ACAS a pour mission d'habiliter et de soutenir ses membres, agissant en leur nom en vue d'obtenir un contexte réglementaire juste, offrant des tribunes où sont présentés des produits innovateurs, dispensant en continu une information pertinente et vitale et offrant des services avantageux à ses membres.

Ceci, pour permettre à notre industrie de demeurer solide et durable, aussi bien culturellement que financièrement.