

Reach Your Potential Customers on Vancouver Island



Print • Online WellnessHub • Social Media • Expos

The Trusted Source of Health and Wellness Information on Vancouver Island



WellnessHubVancouverIsland.ca

Wellnessnews.ca

The Perfect Hybrid Distribution Solution

- ✓ Get your message in front of your **TARGET AUDIENCE** and help build your brand.
- ✓ Reach local homeowners **AFFORDABLY** for current and long-term marketing investments.



Target YOUR Audience

Printed, direct mail sent monthly to affluent detached homes in
North Nanaimo | Parksville | Qualicum Beach
Nanaimo | Ladysmith
Duncan | Cowichan Valley
via Canada Post Precision Targeter™

Reach Your Hyper-Local Targeted Demographic

- ✓ Household income of over \$80,000 per year
- ✓ Targeted to families 40+ and older adults 55+
- ✓ Distributed direct into community at supporting local businesses and corporate staff rooms



Local Distribution Locations Include:

- Charlie Brown Health Foods
- Country Grocer
- Quality Foods
- 49th Parallel
- Berwick Retirement
- Origin at Longwood
- Medicine Shoppe
- Long Lake Chateau
- Gardens in Parksville
- and more!

We do it All for You!

- ✓ **Ad Design:** includes a stock image, ad concept, and design.
- ✓ **Health Tip:** 100-words*, interviewed and composed by content writers. (*guaranteed with 3" x 4" & 3" x 6")
- ✓ **Hyperlinks:** Your web ad and health tip linking to your own business website. (Wellnessnews.ca)
- ✓ **Social Media Post:** Your health tip, matched with a stock image.
- ✓ **Online Wellness Hub:** Business listing and mini website in the local WellnessHUB.

PRINT ONLINE WellnessHUB



Recent Studies Show:

- 68% people surveyed use products or services advertised in the Wellnessnews Choices for Healthy Living® and 32% will in the future
- Direct mail continues to remain among the most popular marketing tactics with print advertisements taking 35% (*B2B Marketing Mix Report*)
- Advertising in print provided a 20% higher response rate than digital (*Globe & Mail*)
- 8 out of 10 people trust print over digital (*Marketing Sherpa*)
- 67% of online searches are driven by print (*Ipsos-US*)



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Should I See My Dentist Now?

Dental offices are now open to provide most dental treatments but that can change at any time given the situation with COVID-19. Our offices have seen an increase in the number of people calling with concerns and pain. Many of them had treatment planned that had to be postponed because of COVID-19. Now most of these situations involve degrading dental conditions that will not improve without treatment. If you have outstanding dental conditions, it would be best advised to have them looked after as soon as possible by calling your dental office. **Vancouver Island Implant Centre, VancouverIslandImplantCentre.com**

Boost your Immune System

We all know about the importance of flu shots, social distancing and hand washing, but what about boosting our own immune system? Here are some tips to keep your body healthy:

- Make sure to get enough sleep - at least 7 hrs.
- Eat a diet rich in vitamins and minerals.
- Get regular exercise.
- Add

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Business Directory - Health Tips
Products - News - Events

CentralIslandWellnessHUB.ca

Healthy Aging

Having taught a course on aging, I have come to realize that in North America, aging is something we fear rather than embrace. In places like Japan, where Super Centurions thrive, the people have a one word philosophy called IKIGAI: Your Passion, Mission, Vocation and Profession. IKIGAI is thought to be the reason for their longer, healthier life! Aging is a gift that comes with a responsibility to those you love; you have to do your best to look after your health. Are you living your IKIGAI? Are you taking responsibility for your own health as you age? Attend my free webinars to find out more.

Cheryl Prince, RHN, MCH, Facebook.com/CherylPrince.ca

PROJECT RESTART - SOS Grateful Hearts

Parksville Qualicum Beach Region has a higher percentage of low-income families than any other BC region. Compared to the rest of BC, we have higher levels of vulnerability for preschool children and higher levels of children and youth in care. The pandemic has brought greater levels of isolation, anxiety and family hardship. Being socially connected provides a sense of belonging, facilitates access to services and resources, and the opportunity for positive relationships with peers, trusted adults, families and communities. It is important that SOS restarts and rebuilds, in a safe manner, programs that children, youth and families have come to rely on. To learn more visit www.sos69.com or call 250-248-2093.

Lissa Alexander, Society of Organized Services (SOS), sos69.com

Meet the Practitioner: Pamela Parham

Do you struggle with your health or are you overwhelmed by your emotions? Pamela can help you with these challenges. She uses **The Body Code** protocol - an emotional healing technique that identifies and releases unprocessed negative (trapped) emotions which cause imbalances and misalignments in the body. The 45 to 60 minute session finds the emotions that are trapped and need to be released from your subconscious. Releasing these emotions provides better health, increased joy & happiness and greater success in all areas of your life. Call 250-240-2656 for an appointment.

Pamela Parham, VibrationalHealing.ca

Community Profile - Amplifon

Amplifon is a global leader in hearing healthcare, helping over 5 million people worldwide. Yet, there's still a taboo in society surrounding hearing loss. The longer a person delays getting help, the more challenging it is to assist with speech & understanding sounds. Several studies have shown that people with untreated hearing loss experience an overload of the brain's cognitive functions - which may lead to an earlier onset of dementia. Be proactive and schedule a complimentary hearing test with your Amplifon team in Nanaimo and complete the journey to better hearing.

Amplifon, Amplifon.com/ca

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Comfort Keepers, Parksville.ComfortKeepers.ca

Get Your Flu Shot This Year!

Doctors are telling their patients that if you don't normally get a flu shot, get one this year. The flu often takes an enormous toll on the health-care system. Hospitals and health-care facilities could become overwhelmed if they need to treat both flu and COVID-19 patients. **People with higher risk of flu related complications include:**

- People over 65 and children under 5.
- Pregnant women and those planning to become pregnant.
- Residents of long-term care facilities.
- People with chronic diseases such as diabetes.

Please call the **Medicine Shoppe** to be put on the list to be contacted when the flu shot is available. **Mel & Kristen Azcaraga, Owners/Pharmacists, Medicine Shoppe, Parksville**

Gambling During COVID-19

COVID-19 has shaken us, disrupted our routines, and as per public health order closures, rendered our favourite casinos and gaming centres inaccessible. As a result, some players may have altered their gambling habits by migrating to online platforms. This shift in play may heighten risk factors such as isolation, unchecked substance use, lack of in-person connections as well as the use of credit to gamble. **The Responsible & Problem Gambling Program remains committed to serving the people of BC 24/7.** Our support services include outreach, education and counselling services, are FREE of charge, and available by phone, text, web chat, or in person. **Karen Hady, Prevention Service Provider, BCResponsibleGambling.ca**

Benefits of Retirement Home Living

There are many reasons why moving into a retirement residence can be a positive change. With plenty of healthy lifestyle options such as fitness clubs, putting greens, theatre rooms, spas, and bowling alleys, retirement residences can help maintain not just physical health, but also mental and emotional health, since there are plenty of opportunities for companionship and socializing. Large one-bedroom and two-bedroom private suites often allow some familiar home furnishings for additional comfort and customization. Residents have their independence and privacy but can also access personal support and health care when needed. All our properties have adapted and are safely living together and supporting one another's health and good spirits. **Nova Pacific Retirement Communities, NovaPacific.ca**

Regenerate Your Knees

When your knees chronically hurt you are told they are a sign of aging and degeneration, which is very true... but did you know there is a method of treatment to regenerate your knees? **Prolozone therapy results in about 75% of chronic pain sufferers to become permanently pain free.** Chronic pain occurs in areas of the body that are especially vulnerable to the effects of decreased oxygen utilization and aging. Prolozone therapy with procaine, natural anti-inflammatory medications, vitamins & minerals and ozone gives the tissues what they need to heal. And as they heal, the circulation to the knees is re-established.

Dr. Sterling Desmond, Dr. TCM, R.A., AAOT Fellow Member, EvolveWithDesma.com

Why Wear Compression Socks?

How much do you move during the day? If you spend a lot of time sitting, your calf muscles that usually help pump blood through your veins do very little. This can cause swelling and blood to pool in the lower legs. Standing all day can have the same effects. Walking is a great exercise to help the calf muscles do their job. Socks with compression squeeze your legs to move blood up your leg whether you are sitting or standing. **Voxc Knee Highs** offer gentle compression, are comfortable to wear and have HPT to help with pain, balance and stability. **Facebook.com/GreatSocksForAll, GreatSocksForAll.voxlife.com**

Local Health and Wellness Resource

The internet is full of information. Did you know that there are two billion websites online? No wonder it can be difficult to find what you are looking for. We can help. **The Wellness Hub powered by Wellnessnews Choices for Healthy Living** is the go-to source for local health and wellness information on Central Vancouver Island. Find local businesses and health care practitioners, read health tips and find out what is happening in the community. Check us out online at CentralIslandWellnessHub.ca

Teresa Osman & Isabella Osman

Leverage Marketing Inc. | 250.585.5795 | TeresaO@wellnessnews.ca

Facebook.com/WellnessnewsCentralVancouverIsland

The information is provided as a guide only and is not intended to be used as a substitute for professional advice. We do not guarantee the information provided is accurate, complete, or current. Consult with your health care provider without warranty of any kind before using or applying, and we will not be liable for damages arising from the use of or reliance on the information. Copyright © 2020 Leverage Marketing Inc. All rights reserved. A Division of Wellnessnews.ca

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Alcohol, is it really helping you relax?
We've all heard that saying relax, have a glass of wine, a couple drinks will take away that stressful day, but does it? Most people are unaware of what alcohol does on a cellular...
Posted 08/31/2020 by Cheryl Prince RHN
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Posted 08/31/2020 by IRIS - Nanaimo
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Health & Wellness Resources

wellnessHUB is a source of Health and Wellness resources for the Central Vancouver Island area. Join us and share about the products and services you have available that help improve the health and wellness of our community.

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Why Showcase Your Business with Us?

■ **Opportunity for Exclusivity** *(with 3" x 4" or 3" x 6" Ad)*

As the only advertiser of your industry, you have a competitive advantage over your competition.

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■ Health Tips Showcasing You and Your Business

Your monthly help tip increases your exposure and complements your ad creative, driving readers to your own website.

■ Community-Based Articles and Micro Focus

News content and health tips from local professionals are reflective of the community.

Targeted Distribution

Get your message in front of customers who now more than ever, want to support and shop at local businesses.

■ Additional Exposure

Opportunity to participate in local wellness expos and Wellness Wednesday Radio show, list your events in Wellness Meetup group, and a listing in the WellnessHUB.

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by Qualified Designers.

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Wellnessnews Choices for Healthy Living® is so much more than an ad placed in a newsletter.

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Comprehensive Community Coverage

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Nanaimo S: Cedar | Cassidy | Ladysmith
Comox Valley
Victoria Westshore
Vic S: Downtown | Esquimalt | James Bay | Fairfield | Oak Bay
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