

BUSINESS PROFILE

Advertorial



New Age Health Food Store – offering more than 2,000 items at everyday low pricing

When it comes to learning how to lead healthy, active lifestyles and choosing natural products that are scientifically proven to enhance quality of life, Guelph residents are making New Age Health Food their destination of choice.

For the past 16 years, owner Vahid Walji has been building relationships with his customers by listening to their health-related needs and concerns, answering questions and educating them on alternative methods to help treat what ails them and feel great each and every day.

"I have a great passion for people – and I know that people want alternatives to help them get their health back, without having to subject themselves to side effects from many prescription drugs," Vahid explained. "Guelph is a very forward-thinking community. People are very interested in natural alternatives – and that interest is growing by the day, thanks to all of the information that is now

available to them on the Internet. They know other choices are out there – and I am honoured they are choosing to come to us for their needs.

"I enjoy working one on one with them to ensure I have a full understanding of their needs, so that I can make the best product recommendations possible."

As the second oldest health food store in Guelph, New Age Health Food is perhaps best known for carrying top-of-the-line brands of herbal remedies, nutritional supplements, naturopathic and homeopathic therapies and bodybuilding products. The store also offers natural cosmetics, including shampoos, conditioners, soaps and moisturizers; loose herbs; and natural foods, including tart cherry juice – featured recently on the Dr. Oz show, and proven to help relieve the symptoms of gout and rheumatoid arthritis.

"We offer more than 2,000 items at everyday low pricing," Vahid said. "You'll never see us advertising sales or specials because our products are on



special every day. We are ensuring everyone – including those on low and fixed incomes - can afford to live healthier lifestyles without having to pay an arm and a leg."

Vahid takes great care and pride in his process of selecting the Canadian-made products and brands he carries on his shelves.

"I base all of my decisions on what products I carry on the amount of research a company has put into the products they're marketing; whether the products are recommended by naturopaths or homeo-paths; and whether the company has scientists on staff who have proven the products' effectiveness," he said.

For example, one of his top-selling brands is AOR, which specializes in vitamins, supplements and herbal formulas that have helped countless people manage a variety of ailments, from liver problems and arthritis to Vitamin B12 deficiencies.

"This company is well known for conducting extensive research into the products they offer; and the products are recommended by many naturopaths," Vahid said.

Working closely with Canadian manufacturers also allows Vahid to negotiate better pricing, so that he can, in turn, pass the savings on to his customers.

He's also willing to go the extra mile for his customers, researching and seeking out products they've requested.

"There are times when a customer has seen a product on TV, often on the Dr. Oz show, or heard about a product, and they come in and request it,"

he said. "If I can find the product in Canada, and it meets my high standards of product selection, I will do everything I can to get it."

With almost every area of life adversely affecting our health and well being – from processed foods to all of the allergens found in the air we breathe – now is the time to seek out alternative remedies – without having to fear any terrible side effects.

"For example, when someone comes in with severe allergies, depending on the cause and the symptoms, I often recommend either butterbur, black cumin seed or quercetin," Vahid said. "Both offer outstanding results, and you don't have to worry you'll feel worse due to any side effects."

But before Vahid ever recommends a product, he must be confident he has a clear and accurate picture of the person's state of health.

"I always ask the customer about their health history and if they are taking any prescription medication," he assured. "Knowing this is critical, as some of the products I offer are not meant to be mixed with, for example, high blood pressure medication, antidepressants or puffers."

In recommending a product to a customer, Vahid only ask for one thing in return.

"I ask all of my customers to come back and tell me

how the product is working for them," he said. "I love hearing the products I've provided them with are making such a great difference in their lives – and with their health."



New Age Health Food Store is independently owned serving Guelph since 1982.

Located at 122 Wyndham St. N., in downtown Guelph. Store hours are Monday to Saturday, 9 a.m. to 6 p.m.

For more information, please call 519-763-0763 or visit www.newagehealthfood.com – and be sure to download the store's online coupon that can be redeemed anytime!

A passion for people



"Sixteen years ago, I decided to take my shared passion for people and for the human condition, and combine it with

my own personal drive to help people achieve healthier lives. My first days in my new college of human health and nutraceuticals was an eye-opening one – but one that has enabled me to do what I do today... hop out of bed every morning with a jump in my step, knowing that what I am privileged to do every day makes a difference and improves the lives of many people in the fine city of Guelph. ”

Vahid Walji