

BODY & SOUL

WHOLE LIVING

CHOOSE

BEST OF SHOW

OUR CRITERIA FOR SELECTING THE first annual Body & Soul Best of Show winners at the Natural Products Expo in Washington, D.C., were pretty simple: We were looking for great stuff. And we found it—natural products that can make lives easier, healthier, less intrusive on the environment, and simply more pleasant. The winners were rewarded for their market savvy, product-development skill, and just plain great taste. But as consumers, we're all rewarded by companies that think responsibly about their customers and the planet. Here are this year's winners.



NOURISH

• **EcoFish seafood** is from a small company with a huge mission: promoting enviro-friendly, sustainable fishing while offering customers premium-quality seafood. Their smart packaging includes all-natural rubs and

marinades by Nora Pouillon and other star chefs (877-214-3474; ecofish.com). • The foodies at Food & Wine tasted the leading organic-chocolate bars and got it right—**Dagoba Organic Chocolate** was pronounced

"the clear winner." The milk- and dark-chocolate treats come in delicate flavors like latté, mint, and roseberry (541-664-9030; dagobachocolate.com). • Embarrassment of riches, thy name is **MacNut Oil**, a



tasty 100 percent macadamia-nut oil naturally loaded with antioxidants and the highest levels of healthy monounsaturated fats of any oil, including olive oil (866-462-2688; macnutoil.com).



CARE

• **Laudable premieres** in the mouth-care world include **Nature's Gate Zap Breath Strips** in mint or anise, the first all-natural take on this now-ubiquitous fresh-breath item (800-327-2012; levlad.com).



and **Tom's of Maine liquid toothpaste**, the first natural version of a long-time European staple that's becoming wildly popular in the U.S. (800-367-8667; tomsofmaine.com). • Herbalist **Melissa Hertzler** created a



body-care product for her sensitive-skinned spouse... the rest is chemical-free history. **Honeybee Gardens WaterColors Nail Enamel**, like all of Hertzler's products, is nontoxic and Earth-derived

(610-396-9225; honeybeegardens.com). • There's recent study evidence that **New Chapter's Smoke-shield herbal supplements**, which have been endorsed by Dr. Andrew Weil, offer cancer



protection for those exposed to smoke and other environmental toxins, i.e., all of us (800-543-7279; newchapter.info). • **Choices liquid and bar soaps** are all natural and handmade at the nonprofit



Enterprising Kitchen by women with difficult histories, including homelessness and substance abuse, who are striving for job and life skills (800-818-6158; theenterprisingkitchen.org).