



# SUPER-SAVER FLYER DEALS

Celebrating 35 years of service to Hawaii!

Sale prices good from 10/11/2012 - 11/14/2012

Lundberg  
**Organic Rice Cakes**  
selected varieties  
7-9 oz.



**\$2.79**  
reg. \$4.09 ea.



Cadia  
**Organic Apple Juice**  
128 oz.



**\$7.99**  
reg. \$8.99 ea.



WEST SOY  
**Organic Unsweetened Soy milk**  
selected varieties  
32 oz.



**\$2.49**  
reg. \$3.49 ea.



Nature's Path  
**Cereal**  
selected varieties  
29.1-32 oz.



**\$7.99**

reg. \$10.99 ea.

Cereal or Granola selected varieties 10.6-11.5 oz. **\$3.79** reg. \$5.19



## NON-GMO PRODUCTS SALE!

Look for the Non-GMO Project Verified Seal



Crofter's  
**Organic Fruit Spread**  
selected varieties- 10 oz.



**\$3.39**  
reg. \$4.39 ea.



Beanitos  
**Chips**  
selected varieties- 6 oz.



**\$2.89**  
reg. \$4.19 ea.

Annie's Homegrown  
**Organic Bunny Fruit Snack**  
selected varieties- 4 oz.



**\$3.99**  
reg. \$6.39 ea.



Raw Revolution  
**Organic Food Bar**  
selected varieties- 1.8 oz.



**\$1.49**  
reg. \$2.39 ea.



DeBoles  
**Organic Artichoke Pasta**  
selected varieties- 8 oz.



**\$2.19**  
reg. \$3.29 ea.



Dr. Bronner's  
**Virgin Coconut Oil**  
White or Whole- 14 oz.



**\$8.59**  
reg. \$10.99 ea.



Garden of Eatin'  
**Organic Tortilla Chips**  
selected varieties- 9 oz.



**\$2.59**  
reg. \$3.79 ea.

Nature's Path  
**Toaster Pastries**  
selected varieties- 11 oz.



**\$3.19**  
reg. \$4.29 ea.



Bragg  
**Liquid Aminos**  
32 oz.



**\$6.69**  
reg. \$8.09 ea.



# GROCERIES



Farmer's Market  
**Organic Sweet Potato Puree**  
selected varieties- 15 oz.

**\$2.59**  
reg. \$3.19 ea.



Celestial Seasonings  
**Tea**  
selected varieties  
18-20 bg.

**\$2.89**  
reg. \$4.19 ea.  
Wellness Tea selected varieties- 20 bg.  
**\$3.79** reg. \$5.59



Thai Kitchen  
**Organic Coconut Milk**  
Regular or Lite- 14 oz.

**\$2.59**  
reg. \$3.29 ea.  
Regular or Lite 14 oz. **\$2.29** reg. \$2.69



Clif Bar  
**Seasonal Bar**  
Gingerbread or  
Pumpkin Pie- 2.4 oz.

**\$1.29**  
reg. \$1.69 ea.



Down to Earth  
Preferred Brand

Amy's  
**Soup or Chili**  
selected varieties  
14.1-14.7 oz.



**\$2.99**  
reg. \$3.89 ea.

Annie's Natural  
**Dressing Goddess**  
selected varieties- 8 oz.

**\$2.89**  
reg. \$4.49 ea.



Muir Glen  
**Tomatoes**  
Regular or Fire Roasted  
28 oz.

**\$2.29**  
reg. \$4.39 ea.



Nutiva  
**Organic Coconut Oil**  
Extra Virgin- 15 oz.

**\$8.99**  
reg. \$10.59 ea.



Bragg  
**Apple Cider Vinegar Drink**  
selected varieties- 16 oz.

**\$1.99**  
reg. \$2.79 ea.



ginger people  
**ginger soother  
or gizer**  
12 oz.

**\$1.59**  
reg. \$2.09 ea.  
32 oz. **\$3.49** 43 g. **\$5.09**



Endangered Species  
**Chocolate Bar**  
selected varieties- 3 oz.

**\$2.39**  
reg. \$3.89 ea.



Numi  
**Tea**  
selected varieties  
18-20 bg.

**\$5.19**  
reg. \$7.79 ea.



Cascadian Farm  
**Organic Cereal**  
selected varieties- 9-15 oz.

**\$3.39**  
reg. \$5.99 ea.



Wasa  
**Crispbread**  
selected varieties- 6.7-8.8 oz.

**\$3.09**  
reg. \$3.79 ea.



Zevia  
**All Natural Soda**  
selected varieties  
12 oz.

**6/\$5**  
reg. \$1.59 ea.



biokleen  
**Laundry Liquid**  
selected varieties- 64 oz.

**\$10.19**  
reg. \$14.19 ea.  
Bac Out Stain & Odor Elim 32 oz.  
**\$7.19** reg. \$10.79





# GROCERIES

Blue Diamond  
**Almond Breeze**  
selected varieties- 32 oz.



**\$2.09**  
reg. \$2.69 ea.

Tasty Bite  
**Entrees**  
selected varieties  
10 oz.



**\$3.19**  
reg. \$4.19 ea.

Larabar  
**Fruit & Nut Bar**  
selected varieties- 1.42 - 1.7 oz.



**\$1.29**  
reg. \$1.99 ea.  
Jocalat selected varieties- 1.7 oz.  
**\$1.49** reg. \$2.39

O.N.E.  
**Coconut Water**  
selected varieties- 8.5 oz.



**\$1.19**  
reg. \$2.09 ea.  
Plain 11 oz. **\$1.69** reg. \$2.19

nelsons  
**arnica cream**  
1 oz.



**\$5.89**  
reg. \$6.99 ea.  
nelsons & Bach line on sale

Bach  
**Rescue Remedy Cream**  
1.06 oz.



**\$9.79**  
reg. \$11.79 ea.

Solgar  
**B Complex 50**  
100 vcap.



**\$8.99**  
reg. \$11.29 ea.  
Solgar line on Sale

Solgar  
**Vitamin C 1000mg**  
100 vcap.



**\$10.59**  
reg. \$13.59 ea.

Cadia  
**Organic  
Extra Virgin  
Olive Oil**  
selected varieties-  
25.36 oz.



**\$8.29**  
reg. \$10.29 ea.

Kind  
**Bar**  
selected varieties- 1.4 - 1.6 oz.



**\$1.59**  
reg. \$2.59 ea.

## 10% OFF On Meatless Mondays

Receive 10% off selected vegetarian  
meat substitutes every Monday in our  
chill and frozen departments! Look  
for this tag on the shelf strips:

**MEATLESS  
MONDAY**

One day a week  
cut out meat  
[www.meatlessmonday.com](http://www.meatlessmonday.com)

(Excludes sale items)

Newman's Own Organics  
**Newman-O's**  
selected varieties- 13 oz.



**\$3.79**  
reg. \$5.19 ea.

Vita Coco  
**Coconut  
Water**  
17 oz.



**\$2.99**  
reg. \$3.69 ea.

Almond or Coconut Dream  
**Almond Drink**  
selected varieties- 32 oz.



**\$2.39**  
reg. \$2.99 ea.



# CHILL

Cascade Fresh  
**Almond Yogurt**  
selected varieties  
6 oz.



**\$1.59**  
reg. \$2.19 ea.



Whole Soy & Co  
**Soy Yogurt**  
selected varieties  
6 oz.



**\$1.29**  
reg. \$1.39 ea.



Brown Cow  
**Yogurt**  
selected varieties- 32 oz.

**\$3.89**  
reg. \$4.39 ea.



Rising Moon  
**Organic Ravioli**  
selected varieties- 8 oz.

**\$4.19**  
reg. \$5.99 ea.



Purely Decadent  
**Organic Frozen Dessert**  
selected varieties- 16 oz.

**\$4.79**  
reg. \$6.99 ea.  
Coconut Milk Frozen Dessert selected varieties  
16 oz. **\$5.99** reg. \$7.99



Food for Life  
**Organic Tortillas**  
selected varieties  
10 - 12 oz.

**\$2.89**  
reg. \$3.39 ea.



Stonyfield  
**Organic Frozen Yogurt**  
selected varieties- 16 oz.

**\$4.29**  
reg. \$5.69 ea.



Cadia  
**Organic Spinach or Broccoli**  
16 oz.

**\$3.99**  
reg. \$5.69 ea.  
Frozen Veggies selected varieties- 16 oz.  
**\$2.79** reg. \$3.59



WEST SOY  
**Tempeh**  
selected varieties- 8 oz.



**\$2.59**  
reg. \$2.79 ea.



Organic Valley  
**Half & Half**  
Vanilla or Hazelnut  
16 oz.

**\$2.89**  
reg. \$4.29 ea.



Down to Earth  
Preferred Brand



Turtle Island  
**Pizza**  
selected varieties  
12-14.1 oz.

**\$8.59**  
reg. \$10.79 ea.



Amy's  
**Gluten Free Burrito**  
selected varieties- 5.5 oz.

**\$3.29**  
reg. \$4.69 ea.

Tofu Scramble Wrap 5.5 oz. **\$3.49** reg. \$5.59



Alvarado St. Bakery  
**Bread**  
Sprouted Multigrain or Wheat- 24 oz.

**\$3.69**  
reg. \$5.39 ea.



Yves  
**Veggie Slices**  
selected varieties- 5.5 oz.

**\$2.99**  
reg. \$3.59 ea.

Ground Round or Breakfast Item selected  
varieties- 6-12 oz. **\$4.19** reg. \$4.79



Organic Valley  
**Sliced Cheese**  
Cheddar or  
Monterey Jack- 6 oz.

**\$5.09**  
reg. \$5.99 ea.



Message from the CVO



Mark Fergusson, Chief Vegetarian Officer (CEO/CFO)  
Down to Earth ALL VEGETARIAN Organic & Natural

# DOWN TO EARTH PROUDLY HOLDS NON-GMO SALE TO CELEBRATE HAWAII RESIDENTS' RIGHT TO KNOW!

*Ua Mau ke Ea o ka 'Āina i ka Pono*, "The life of the land is perpetuated in righteousness", Hawaii's state motto was first uttered by Queen Ke'opuolani in 1825. Righteousness can be understood as "right" or "right action." GMOs are not "right," they disrespect and lead to desecration of the 'aina both here in Hawaii and worldwide. GMOs are not pono, they are not right.

This October, Down to Earth is one of more than 1,500 grocery retailers across North America participating in the third annual Non-GMO Month—a celebration of people's right to choose food and products that do not contain genetically modified organisms (GMOs). Down to Earth is celebrating Non-GMO Month with a special sale on select Non-GMO products that have been approved to display the Non-GMO Project Verified Seal on the packaging.

Customers can identify their Non-GMO Project Verified choices with special shelf tags, end cap displays, and educational materials in all our stores. The sale will continue until November 14th.

Surveys consistently show that more than 90% of Americans want to know whether or not their food contains GMOs, and 2012 has seen a groundswell in the "right to know" movement. In the past year, over 1.2 million Americans have contacted the FDA asking them to implement mandatory labeling of GMO foods.

Public concern about GMOs is rising as studies increasingly raise doubts about the long-term safety and environmental impact of this experimental technology. Genetic engineering forces DNA from one species into the DNA of a different species, resulting in unstable combinations of plant, animal, bacterial and viral genes that cannot occur in nature or through traditional breeding.

The right to know what we're eating and feeding our families is a basic right. Americans deserve the same freedom to avoid experimental GMO foods as people in other countries. GMO labeling is mandatory in nearly 50 countries around the world, including Australia, Russia, China, and all of Europe, but no such requirements exist in the U.S.

In response to the regulatory void, more than a dozen states have taken up GMO labeling bills in the last year, including a voter initiative in California called Prop 37 that puts mandatory GMO labeling on this November's ballot.

While consumers fight for their right to know at the polls, the Non-GMO Project provides shoppers an immediate solution to the presence of unlabeled GMOs. As the only third party non-GMO verification in North America, the Non-GMO Project Verified seal is quickly gaining popularity. It is now the fastest growing label claim in the natural products industry with more than 5,000 Non-GMO Project Verified products.

For residents of Hawaii, Down to Earth is making it especially easy to find Non-GMO Project Verified choices throughout our stores. With GMOs now contaminating as much as 80% of packaged foods in conventional grocery supermarkets, we are more committed than ever to helping people find safe, healthy non-GMO choices.

We believe people have the right to know what's in their food, and we are proud to celebrate it with our Non-GMO products sale.

For more information about GMOs see the "Stop GMOs" page on Down to Earth's website:

[downtoearth.org/stop-gmos](http://downtoearth.org/stop-gmos) or on Facebook: [facebook.com/StopGMOs](https://facebook.com/StopGMOs)



***E Mālama I Ka `Āina, E Ola Pono***  
**Cherish the Land, Live in Health and Harmony**





# WELLNESS

Nature's Way  
**Alive! Once Daily**  
selected varieties- 60 tab.

**\$16.59**  
reg. \$25.69 ea.



Enzymatic Therapy  
**Esberitox**  
100 tab.

**\$12.79**  
reg. \$17.39 ea.



Flora  
**Udo's Oil Blend**  
DHA 3-6-9- 17 oz.

**\$29.29**  
reg. \$34.29 ea.  
Entire Line of Udo's Oil on Sale



Allera  
**Immune Extra**  
60 ct.

**\$31.49**  
reg. \$40.59 ea.



Dr. Bronner's  
**Liquid Soap or Body Wash**  
selected varieties  
24-32 oz.

**\$10.99**  
reg. \$12.99 ea.  
Sanitizing Spray 2 oz. **\$3.09** reg. \$4.69



Crystal  
**Deodorant**  
selected varieties  
2.25 - 4 oz.

**\$3.09**  
reg. \$4.09 ea.



Gabriel  
**Moisturizing Cleanser**  
Sea Fennel- 6 oz.  
Gabriel Skin Care on Sale

**\$16.19**  
reg. \$22.39 ea.  
Clean Kids 8 oz. **\$6.29** reg. \$7.99



Shikai  
**Borage Therapy**  
8 oz.

**\$9.49**  
reg. \$12.89 ea.



Maui Medicinals  
**Noni**  
50 vcap.

**\$9.19**  
reg. \$13.89 ea.



Master Supplements  
**Theralac Probiotic**  
30 vcap.

**\$40.79**  
reg. \$51.19 ea.



Nature's Gate  
**Shampoo or Conditioner**  
selected varieties  
18 oz.

**\$5.49**  
reg. \$6.79 ea.



JASON  
**Toothpaste**  
selected varieties- 4.2-6 oz.

**\$5.19**  
reg. \$5.59 ea.



Pure Essence  
**Vision Cellular Support System**  
60 tab.

**\$21.99**  
reg. \$29.69 ea.



nutrex HAWAII  
**HSP Spirulina**  
16 oz.

**\$38.19**  
reg. \$55.59 ea.  
Spirulina Line on Sale



Clean Well  
**Hand Soap**  
selected varieties  
9.5 oz.

**\$4.89**  
reg. \$5.89 ea.



alba  
**Shave Cream**  
selected varieties- 8 oz.

**\$5.19**  
reg. \$6.89 ea.



Mushroom Wisdom  
**Maitake D Extract Alcohol Free**  
2 oz.

**\$19.99**  
reg. \$25.69 ea.  
4 oz. **\$34.99** reg. \$43.79



Doctor's Best  
**CoQ10 100mg**  
30 vcap.

**\$6.59**  
reg. \$8.59 ea.



Alacer  
**Emergen C**  
selected varieties- 30 ct.

**\$10.59**  
reg. \$15.59 ea.  
Functional 30 ct. **\$12.99** reg. \$19.79



Auracacia  
**Tea Tree Essential Oil**  
.5 oz.

**\$6.29**  
reg. \$9.29 ea.  
Selected Essential Oils on Sale



# CHRISTMAS IS ON ITS WAY!

Get a head start on your Christmas shopping with these great gifts.

Maui Excellent  
Handcrafted on Maui  
**Volcano Oil Gel**  
2 oz.



**\$13.99**  
reg. \$17.99 ea.

Maui Excellent  
Handcrafted on Maui  
**Volcano Oil**  
.33 oz.



**\$10.99**  
reg. \$14.89 ea.

Puna Noni  
**Soap Gift Set**



**\$19.99**

Puna Noni  
**Hair Care Gift Set**



**\$18.99**

Yellow 108  
**Frosty Beret**  
assorted



**\$22.99**  
reg. \$30.59 ea.

Yellow 108  
**Beanie Cap**  
assorted varieties



**\$22.99**  
reg. \$30.59 ea.

Yellow 108  
**Infinity Scarf**



**\$18.99**  
reg. \$26.19 ea.

Pacifica  
**Gift Set**  
assorted

Each Take Me There Set  
contains a 2.5oz Body  
Butter, 3.3oz Perfume  
Roll-on and either a  
Color Quench Natural  
Moisture Lip Tint or 3 oz.  
Body Wash



**\$14.99**  
reg. \$17.99 ea.

Wyndmere  
**Aroma Lamp**  
assorted



**\$13.99**  
reg. \$17.99 ea.



# FEATURED DEALS

NewChapter  
**Daily Ginger**  
90 vcap.



**\$14.99**  
reg. \$18.79 ea.

New Chapter  
**Perfect Immune**  
96 ct.



**\$56.29**  
reg. \$85.99 ea.

## ALSO FIND US ON



/DownToEarthHI



@downtoearthfood



+Down To Earth Hawaii

Mary's Gone  
**Crackers or Cookies**  
selected varieties- 5.5-8 oz.



**\$3.89**  
reg. \$5.39 ea.

Kind  
**Granola**  
selected varieties- 11 oz.



**\$4.69**  
reg. \$7.99 ea.

Pacific Foods  
**Hazelnut or Oat Beverage**  
selected varieties- 32 oz.



**\$2.29**  
reg. \$3.19 ea.

Cadia  
**Tortilla Chips**  
Sweet Potato- 10 oz.



**\$3.09**  
reg. \$4.09 ea.

White Wave  
**Silk Soy, Almond or Coconut Drink**  
selected varieties- 64 oz.



**\$4.49**  
reg. \$6.19 ea.

Cadia  
**Organic Apple Juice**  
Gravenstein- 64 oz.



**\$4.39**  
reg. \$4.99 ea.

Earth's Best  
**Organic Baby Food**  
selected varieties- 3.1- 4.2 oz.



**\$1.29**  
reg. \$1.99 ea.

Yogurt Smoothie selected varieties 4.2 oz. ~~\$1.89~~ reg. \$2.79

PRO  
**Bar**  
selected varieties- 3 oz.



**\$3.09**  
reg. \$4.69 ea.

Happy Baby  
**Organic Baby Food**  
selected varieties- 3.5 oz.



**\$1.39**  
reg. \$1.69 ea.

visit us at [www.downtoearth.org](http://www.downtoearth.org)

### HONOLULU

2525 South King Street  
Honolulu, Hawaii 96826  
(808) 947-7678

### KAILUA

201 Hamakua Drive  
Kailua, Hawaii 96734  
(808) 262-3838

### PEARLRIDGE

98-131 Kaonohe Steet  
Aiea, Hawaii 96701  
(808) 488-1375

### KAPOLEI

4460 Kapolei Parkway  
Kapolei, Hawaii 96707  
(808) 675-2300

### KAHULUI

305 Dairy Road  
Kahului, Hawaii 96732  
(808) 877-2661