



50+ REASONS TO USE ORGANIC COCONUT OIL

From health to beauty, this all-star ingredient
is packed with healthy fat and luscious flavor

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Oh coconut oil, where art thou? Why everywhere, of course! You've probably noticed that coconut oil is hard to miss lately—whether browsing the news, social media or your local grocer. But too much information can sometimes lead to confusion. So here's what you need to know: healthy fats like coconut oil are essential to give your body energy and support cell growth.* They also protect your organs, help your body absorb nutrients and produce important hormones.* Organic coconut oil is a dynamic and versatile superfood with a truly impressive range of purposes. It's an all-star for beauty, for cooking and for good health, and not many oils can say that. Here we walk you through the many benefits of this amazing, natural, plant- based product. **Enjoy!**



ORGANIC COCONUT OIL IS...

- ✓ very easy to digest
- ✓ easily absorbed into the bloodstream
- ✓ broken down quickly by the body
- ✓ used as ATP (instant cellular energy)
- ✓ doesn't store as fat

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

COCONUT FOR HEALTH

THE SKINNY ON COCONUT'S HEALTHY FATS

You may have heard coconut oil lumped in with other saturated fats, such as those in meat and dairy foods. But not all fats are created equal! Lipid researchers understand that coconut oil contains a unique type of fatty acid, called medium-chain triglycerides, or MCTs, which are teeming with health benefits. Indeed, MCTs' resume is long—they help support a healthy heart, healthy weight and a healthy immune system.* They're also lauded for boosting cognitive performance and memory.*

Unlike long-chain fatty acids (which are readily stored as body fat or deposited in the arteries), MCTs are also esteemed because they are predominately burned as an energy source—and thus seldom find their way to the hips or blood vessels. In fact, a diet based on coconut oil as its fat source favorably affects levels of lipoprotein, a substance related to LDL cholesterol that is an independent risk factor for cardiovascular disease.¹ The verdict: Add more coconut to your life!

CHECK!

- ✓ Cholesterol free
- ✓ Non hydrogenated
- ✓ No trans fat
- ✓ Gluten free
- ✓ Vegan
- ✓ Look for organic and non-GMO

GET MORE WITH SUPPLEMENTS

One tablespoon contains so much good stuff:

- 14 grams healthy fat
- 6,200 mg lauric acid
- 640 mg caprylic acid
- 550 mg capric acid

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¹ <https://www.ncbi.nlm.nih.gov/pubmed/27547436>





COCONUT OIL'S HEALTH BENEFITS

Organic coconut oil has a range of time-tested and research-backed health benefits.

South Asian and Oceanic peoples who use it as their primary source of dietary fat tend to have lower levels of heart disease. Coconut oil is rapidly metabolized, making it ideal for healthy weight.³

It may have brain health benefits, too. A randomized study by the National Institutes of Health (NIH) National Institute On Aging is looking at the effectiveness of coconut oil for helping to support memory and brain health in older adults. Participants' cognition, functioning and behavior will be evaluated. The study of 65 participants began in 2013 and ended in February 2017.⁴ Stay tuned for results ...

³ <https://www.ncbi.nlm.nih.gov/pubmed/27547436>

⁴ <https://www.clinicaltrials.gov/ct/show/NCT01883648>

⁵ <https://www.ncbi.nlm.nih.gov/pubmed/24320105?dopt=Abstract>

⁶ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4518179/>

SUPPORTS SKIN HEALTH

Did you know? Phasing dairy out of your diet is one important step for controlling eczema, says Katherine Lik, ND, Raby Institute for Integrative Medicine at Northwestern, Chicago.

Good news, coconut oil is a perfect substitute for butter. For topical use, too: When eczema-prone skin is clear, maintain moisture by applying coconut oil to the skin daily, says Kristen Ma, author of *Beauty: Pure + Simple* (McArthur & Company, 2010).

A recent study published in the *International Journal of Dermatology* looked at 117 pediatric patients with atopic dermatitis in a randomized, double-blind trial. Coconut oil was found to be superior to mineral oil on all counts, including overall water content of the skin and less moisture loss.^{5,6}



FOOD

GREAT FLAVOR + AWESOME NUTRITION = FOOD'S BEST FRIEND

How long have you been preparing food with the same oils? Break out of your old patterns and upgrade your cooking with this unique superfood. A major source of dietary fats for centuries in most of West Africa, coconut oil has a rich nutrition profile and ultra-easy usability. Virgin coconut oil has a buttery, slightly sweet, tropical flavor that's oh-so-sublime and perfect in many dishes. If you prefer, culinary coconut oils are also available. These are tasteless, so they don't affect the flavor of the food you're preparing, and also have a higher smoke point (400°F). Or try dairy-free butter-flavored coconut oil, which can be substituted 1:1 for butter in baking, as a spread, or in other recipes.

COCONUT OIL: FOODIE FACTS!

- ✓ Made from pressed and dried coconut meat, virgin coconut oil is expeller pressed, giving it a rich taste
- ✓ Culinary and refined offer a more neutral taste
- ✓ Sold in jars in the oil or baking section; also sold in the supplements department
- ✓ Solid at room temperature
- ✓ Clear and liquid when warmed
- ✓ Keeps for years unrefrigerated
- ✓ High smoke point: 350°F (virgin), 375°F (butter flavored) or 400°F (culinary)
- ✓ Can replace almost any oil or butter and won't burn fries and baked goods
- ✓ Great for many people with nut allergies
- ✓ Slight sweetness, ideal for stir-fries and baked goods

Family owned and operated for over 25 years, Barlean's manufactures high quality organic flax oils, fish oils, green superfoods, seed blends, coconut oils, detox supplements and more.

Recognized internationally as a preeminent functional nutrition company, Barlean's has been named both the #1 Health Food Store Brand and Manufacturer of the Year.

Barlean's organic coconut oils are USDA certified free of herbicides, pesticides and other chemical contaminants. They are also certified Kosher and free of GMOs, hexane and gluten—everything those who are in the know look for in a high-quality coconut oil.

It's no wonder Barlean's products have garnered legions of fans—from soccer moms to gourmet chefs to professional athletes. Health enthusiasts of all ages use Barlean's products to fuel their bodies with the nutrients needed to feel and perform at their very best.

Helping people feel their best has always been the core objective of the Barlean family. Cancer patients and families affected by autism receive wholesale pricing on all products, and a significant portion of company profits is donated to help children and families in need, at home and around the world.

Owner Bruce Barlean puts it simply: "We make good stuff to do good stuff." Learn more about Barlean's products and the charities they support at barleans.com.



GO AHEAD, TRY IT.

10 EASY + DELICIOUS WAYS



Coat your pan with coconut oil when making French toast without overpowering other flavors.



Add to your morning coffee instead of cream.



Stir a tablespoon of coconut oil into hot oatmeal, along with dried cranberries and pecans.



Blend into a smoothie with vanilla yogurt, bananas, and papaya for good-for-you richness.



Substitute for sesame or olive oil in your next stir-fry.

GO AHEAD, TRY IT. 10 EASY + DELICIOUS WAYS



Spread on toast;
sprinkle
with cinnamon.



Use to make popcorn (place 2 tbsp
in a large pot, add kernels, and
cover with a tight-fitting lid).



Mix into your next homemade
salad dressing.



Use to roast a pan of
root vegetables.



Make your baked goods healthier by
substituting butter-flavored coconut
oil for butter in your recipes.

A DAY IN THE LIFE OF COCONUT OIL

RECIPES FOR MORNING, NOON AND NIGHT

Try these warming recipes to incorporate this wonder food into breakfast, lunch and dinner.
Get ready for delicious!



**BEST BREAKFAST: MAKE EXTRA AND
FREEZE FOR A QUICKER SECOND MEAL.**



CHOCOLATE HEMP WAFFLES WITH STRAWBERRY COMPOTE

These are over-the-top good, with an airy, crispy texture and subtle cocoa flavor. The compote is delicious, but you could omit it and serve the waffles with fresh bananas or berries instead. Make a large batch of these waffles on the weekend, freeze them and then reheat for a quick breakfast throughout the week.

WAFFLES

- 1 1/3 cups spelt flour
- 1/3 cup hemp flour or plain hemp protein powder
- 1/3 cup unsweetened cocoa
- 1/4 cup cornstarch
- 1 tablespoon baking powder
- 1/4 teaspoon salt
- 2 tablespoons natural cane sugar
- 2 eggs, beaten
- 1 1/2 cups reduced fat (2 percent) milk, warmed
- 1/3 cup melted Barlean's organic butter-flavored coconut oil, plus more for waffle iron
- 1 teaspoon vanilla extract
- Hulled hemp seeds (optional)

STRAWBERRY COMPOTE

- 2 cups fresh or frozen strawberries (halve or quarter if large)
- 1/2 cup natural cane sugar
- 1 teaspoon fresh orange zest
- 1/4 cup fresh orange juice
- 1/2 cup pure maple syrup

1. Make compote: In a medium saucepan, bring strawberries, sugar, orange zest, orange juice, and syrup to a boil. Reduce heat to medium-low and simmer until thick, 10–20 minutes. Set aside. (Makes 1 1/2 cups.)
2. In a large bowl, combine spelt flour, hemp flour or protein powder, cocoa, cornstarch, baking powder, salt and sugar. In a medium bowl,

- combine eggs, milk, melted coconut oil and vanilla; beat until well mixed. Add wet ingredients to dry and whisk until just blended.
3. Preheat waffle iron to medium heat. Brush with melted coconut oil. Pour just enough batter to cover each waffle insert. Cook for about 3 minutes or until crisp. Serve warm with strawberry compote, garnished with hemp nuts and whipped cream, if desired.

TOFU RICE WRAPS WITH HEMP-GARLIC SAUCE

The tahini-like sauce, made with hemp seeds instead of sesame, ties the flavors together in these easy wraps. Serve cold as a light lunch or appetizer.

HEMP-GARLIC SAUCE

- 1/4 cup hulled hemp seeds
- 3 tablespoons fresh lemon juice
- 1 clove garlic
- 1/4 teaspoon salt
- 4 tablespoons chopped fresh cilantro

WRAPS

- 1 (14-ounce) package firm organic tofu (not silken), drained and patted dry
- 1 teaspoon ground cumin
- 1/4 teaspoon salt
- 1/4 teaspoon pepper
- Barlean's organic culinary or virgin coconut oil for sautéing
- 8 large rice wraps
- 8 whole lettuce leaves (roughly 4x3-inch pieces)
- 2 carrots, shredded
- 1/2 cup thinly sliced red onion

1. In a blender or food processor, combine hemp seeds, lemon juice, garlic, salt, and cilantro. Blend until smooth, adding a tablespoon of water if necessary to liquefy.
2. Cut tofu lengthwise into four 1/2-inch-thick pieces. Then cut each piece in half lengthwise, to yield eight 4x1/2-inch pieces. Season tofu on both sides with ground cumin, plus salt and pepper to taste.
3. Heat a nonstick griddle or frying pan to medium-high heat with enough coconut oil to cover pan bottom. Sauté tofu until golden brown.
4. Soak rice wraps in water for 20–30 seconds to soften.
5. To assemble wraps: Place a softened rice wrap on a cutting board. Layer with lettuce leaf, shredded carrots, a few onion slices, and one piece tofu in center. Drizzle with hemp-garlic sauce. Fold in the sides of the rice wrap, and then the bottom. Roll to the top so all ingredients are tightly secured inside wrap. Repeat with remaining ingredients. Serve cold.



LUSCIOUS LUNCHES



INDIAN (NO) BUTTER SLOW-COOKER CHICKEN

One of India's well-known and most beloved chicken dishes gets a paleo-friendly makeover, using coconut milk and cream for richness in lieu of butter and cream. It's full of complex flavors and warming spices like ginger, garam masala and curry.

- 2 tablespoons organic butter-flavored coconut oil
- 1 medium yellow onion (diced)
- 4 garlic cloves (minced)
- 2 1/2 tablespoons minced ginger
- 2 1/2 pounds boneless, skinless, organic, free-range chicken breast (cut into 2-inch pieces)
- 1/2 teaspoon sea salt
- 1/4 teaspoon black pepper
- 4 tablespoons garam masala
- 2 tablespoons ground turmeric
- 2 teaspoons ground cumin
- 4 teaspoons curry powder or red curry paste
- 1 teaspoon chili powder
- 1 (15-ounce) can coconut milk
- 1 cup coconut cream
- 1/2 cup chicken broth
- 1 (6-ounce) can organic tomato paste
- 1 (14.5-ounce) can diced tomatoes
- Juice of 1 lemon
- 6 cups cauliflower rice (see recipe below)
- 1/4 cup fresh cilantro leaves
- 1 teaspoon whole cumin seeds (toasted)

1. In the bottom of 4- to 6-quart slow cooker, place coconut oil, onion, garlic and ginger. Season chicken pieces with salt and pepper; place over vegetables in slow cooker.

2. In a large bowl, whisk together garam masala, turmeric, cumin, curry and chili powder with coconut milk and coconut cream, chicken broth, tomato paste and diced tomatoes until well combined. Pour sauce over ingredients in slow cooker. Cover and cook on high for 4 hours or low for 6–8 hours. Just before serving, add lemon juice and stir well.

3 Serve over cauliflower rice; garnish with cilantro and cumin seeds.



"DECADENT" (BUT REALLY HEALTHY) DINNER—YOU WON'T MISS WHAT'S MISSING!



FOR CAULIFLOWER RICE

- 2 garlic cloves (pressed)
- 3–4 cups cauliflower florets (1 large head of cauliflower)
- 1/4 cup filtered water
- 1 teaspoon Barlean's organic culinary coconut oil
- 1/2 yellow onion (diced)
- Dash each of sea salt and black pepper

1. Press garlic cloves and set aside for 10 minutes. While garlic is resting, add half of the cauliflower florets to a food processor fitted with a chopping blade. Pulse florets until they have a rice-like texture. Remove from blender and set aside. Pulse the remaining florets but be careful not to overprocess, as the cauliflower will become mush if it's overprocessed.

2. In a pot, heat coconut oil over medium-high heat. Sauté garlic and onion in pot until onion is translucent.

3. Add cauliflower rice and 1/4 cup water to pot; stir. Cover and steam cauliflower rice for 5–8 minutes. Remove from heat, season with salt and pepper, and fluff with a wooden spoon.

NO-BAKE CHOCOLATE-COCONUT PROTEIN BARS



ANYTIME SNACK—TRY JUST EATING ONE! PERFECT FOR MORNING, AFTERNOON OR AFTER DINNER.

Cocoa, coconut, almond flour, nuts, and protein powder form the healthful base of these bars, sweetened naturally with applesauce and your choice of stevia, unrefined coconut palm sugar, or erythritol. These won't spike your blood sugar, but they'll sure satisfy your chocolate cravings. The peanut butter drizzle makes a decorative and delicious finishing touch, though you can leave it out if you prefer.

TIP: If needed, whirl coconut flakes in a mini food processor to get fine flakes.

1/2 cup Barlean's organic butter-flavored or virgin coconut oil

1/3 cup unsweetened Dutch-process cocoa powder

1/3 cup alternative granulated sweetener (such as a stevia or erythritol blend, or unrefined coconut palm sugar)

1/4 to 1/3 cup unsweetened applesauce

1 cup almond flour

3/4 cup unsweetened coconut flakes

1/2 cup vanilla protein powder (such as hemp or spirulina)

1/3 cup chopped walnuts or pecans

2 tablespoons coconut flour

3 tablespoons nonhydrogenated creamy peanut butter, melted (optional)

1. Line an 8x8-inch pan with parchment paper. Measure out all ingredients before proceeding.
2. In a medium saucepan, melt coconut oil over low heat. Stir in cocoa powder and alternative sweetener, stirring constantly until smooth. Continue to cook for 3–5 minutes, taking care not to burn.
3. Remove saucepan from heat and quickly whisk in 1/4 cup applesauce, almond flour, coconut, protein powder, nuts and coconut flour until thoroughly combined. If mixture looks too crumbly, add a bit more applesauce.
4. Spoon mixture into prepared pan and smooth with a rubber spatula. Refrigerate until cool and set, about 30 minutes. Drizzle with melted peanut butter in a crisscross design, if desired. Once peanut butter cools, cut into 16 pieces.



BEAUTY

COCONUT OIL: SO BEAUTIFUL!

These days, we can't get enough of coconut oil. In smoothies, stir-fries, even baked goods, could coconut oil be a more perfect food? So perhaps it's a no-brainer that what's good on the inside is also good on the outside—your skin, that is.

Rich in fatty acids—and this fat literally feeds the skin, say experts, lending a soft youthful glow—coconut oil is a standout for moisturizing and strengthening skin, hair and even nails.

"Safe enough to eat (and good for you too; more on that below) coconut oil is all natural. This is important considering the skin is the body's largest organ. Natural products improve your overall health," says Kelly Uusitalo, who buys health and beauty aid products for Bastyr University's Center for Natural Health, in Seattle.



DO-IT-YOURSELF BEAUTY

HEAD-TO-TOE WITH COCONUT OIL

These simple, DIY projects harness the beautiful powers of coconut oil and are super fun projects—made with ingredients you can find in your pantry.

VANILLA-COCONUT BATH BOMBS

These adorable little treats will delight you (as well as your friends and party guests). They smell so scrumptious, you'll have to resist the temptation to taste them!

- 1 cup baking soda**
- 1/2 cup citric acid**
- 1/2 cup cornstarch**
- 1/2 cup sea salt**
- 3 teaspoons water**
- 1 teaspoon Barlean's organic culinary or virgin coconut oil**
- 4 drops vanilla essential oil**
- 4 drops clove essential oil**
- Candy molds, ice trays or shot glasses**

1. Combine baking soda, citric acid, cornstarch and salt in a bowl; whisk thoroughly. In a separate small bowl, combine water, coconut oil and essential oils. Slowly add the liquid into the dry mix. Pack mixture tightly into the candy molds, or shape into balls and place in ice trays or shot glasses to dry. Once dry, after about an hour, remove to ensure the form has kept; then place back into the molds, ice trays or shot glasses for a 2-in-1 holiday gift.

COCONUT OIL LOTION AND HAIR CONDITIONER

Developed by an esthetician as an after-shower conditioner to hydrate and protect hair's delicate ends, this mixture can also be used as a lotion.

"This silky oil is a concentrated moisturizer that magically vanishes into the skin," says Lori Schmidt, esthetician at The Oaks at Ojai, an award-winning spa destination in Ojai, California. "A mere spoonful can cover my whole body. Yet unlike the cocoa butter that we used to tan with in the '70s, this is non greasy."

The mixture should be stored at room temperature and can last up to 24 months... but you'll love it so much it probably won't!

Organic virgin coconut oil

A few drops of your favorite essential oil

1. Measure 1/4 to 1/3 cup organic unrefined coconut oil into a food processor or blender and whirl until smooth and creamy like whipped butter.
2. Optional: Add 4-5 drops of essential oil of your choice and whirl again for a few seconds.
3. Apply directly to skin or to the ends of dry or wet hair.



ROSEMARY MINT SHAVE CREAM

Perfect for at-home pampering or as a gift for a special guy in your life, this rosemary mint shave cream is sure to leave an invigorating scent in the shower. Bonus: It's razor-burn free.

1/3 cup shea butter

1/3 cup Barlean's organic virgin coconut oil

1/4 cup jojoba or sweet almond oil

10 drops rosemary essential oil

3-5 drops peppermint essential oil

1. In a small saucepan over low heat, combine the shea butter and coconut oil, stirring until just melted. Remove from the heat and transfer to a heat-safe bowl. Add in the jojoba oil and the essential oils. Stir to mix.
2. Place the bowl in the refrigerator and chill until solid. Remove from the refrigerator and whip using a hand beater or a stand mixer until light and fluffy. Spoon into a jar. Lid and keep in a cool, dry place.





HEALTHY FACE MOISTURIZER

A great moisturizer is an absolute must all year long. This homemade concoction boasts few ingredients, no dyes, no chemical preservatives and no scents. It's not greasy, and it can be used as a primer for makeup in the morning or a nightly cream. Put it in a rustic mason jar with natural gift wrapping to make a delightful present anytime you need one.

1 cup aloe vera gel

3/4 ounce beeswax (grated from a bar)

1/4 cup almond oil

1/4 cup Barlean's organic virgin or culinary coconut oil

10 drops of your favorite essential oil

1. Melt beeswax and coconut oil in the almond oil using a chocolate melter. Pour melted oils into a blender and allow to cool before you start to blend. This process could take around an hour.
2. Mix the essential oil into your cup of aloe vera gel. Slowly pour the gel into the blender as it whips. Store a small amount in a small container and put any extra in the fridge.

DECADENT DIY BODY WASH

Mass-produced shower gels come in a variety of price points—and with countless chemical ingredients. A DIY body wash is easy on your wallet and your skin. Try this decadent body wash formula for a moisturizing and refreshing treat.

1/4 cup Barlean's organic virgin or culinary coconut oil

1/4 cup raw honey

1/2 cup liquid Castile soap

1 teaspoon vitamin E

15 drops eucalyptus essential oil

10 drops sweet orange essential oil

10 drops lemon or grapefruit essential oil

1. Scoop coconut oil into a microwave safe bowl and heat on medium setting for 30 seconds until melted. Add honey, essential oils and vitamin E and whisk together. Add Castile soap slowly, stirring gently to avoid creating suds. Transfer to glass or plastic bottle. Shake before each use.





NATURAL VANILLA LIP BALM

Making your own lip balm is easier than you'd think and a great project to do with kids. If you like your lip balm firmer, add more beeswax; and if you like it softer, add less beeswax. You can always add a different essential oil to change the flavor. Makes approximately 7 to 8 tubes.

1 tablespoon 100 percent beeswax
1 tablespoon Barlean's organic virgin coconut oil
1 tablespoon 100 percent raw shea butter
1 teaspoon vanilla essential oil
8 empty lip balm tubes or small plastic tubs
Small saucepan
Small funnel

1. Line up 8 empty lip balm tubes or tubs next to the stove. Make sure the lip balm tubes are twisted all the way to the bottom.
2. Combine all ingredients together except the vanilla essential oil and place in a saucepan.
3. Stir over medium heat for 4–5 minutes.
4. Remove from heat and add the essential oil.
5. Using funnel, carefully pour liquid into the tubes or tubs until it reaches the top of the lip balm tube. This needs to be done quickly before the wax hardens.
6. Let cool for 15 minutes to allow the liquid to harden.

USE COCONUT OIL...

✓ TO REMOVE EYE MAKEUP

"It's one of the best eye makeup removers I have found," says Lori Schmidt, esthetician at The Oaks at Ojai, an award-winning spa destination in Ojai, California. "No stinging or messy drips."

✓ TO PREVENT NAIL BREAKAGE

Dry cuticles can weaken both the cuticle and nail, causing breakage. Massage coconut oil into the cuticle and nail regularly, says Diana Bradshaw, owner and esthetician at Bradshaw Pure Esthetics.

✓ TO RESTORE DRY HAIR AND SCALP

Experts say coconut oil is a great way to rehydrate and soften a summer-weary mane or a dry, winter one. Massage in 1/2 to 2 teaspoons coconut oil; wash out after 15 minutes or leave on overnight for an extra-deep treatment.




AND THE BEAUTY LIST GOES ON ...


Natural beauty products are often as effective, or more effective, than their chemical cousins, says Uusitalo. "The natural industry has jumped into the future by researching new ingredients and by responding to what consumers say is working or not working." Of course, change doesn't come easily. (Uusitalo's mother has used the same brand of lipstick since college.) But when it comes to better-for-you products, such as organic coconut oil, it's worth heeding the commercial jingle, "Try it—you'll like it."







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
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