

new
roots

herbal®

Natural FACTS

September 1 - October 14 2007

SHOW SPECIAL!

The Importance of Enzymes

You are what
you eat, right?

PH⁵D Enteric Coating
Revolutionary Technology

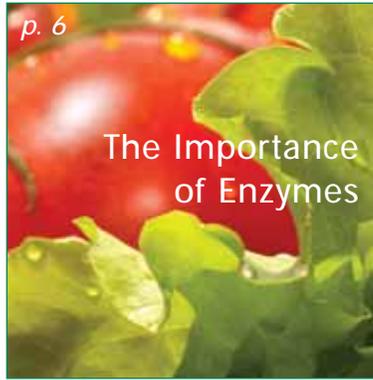
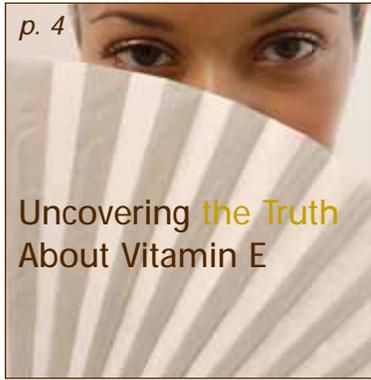
Infla-Heal Plus
Gets you back
in the game

Clean Flow
Keep on top of
your kidneys' health

[Uncovering **the Truth** About Vitamin E]

FREE
STORE
POSTERS
INSIDE!

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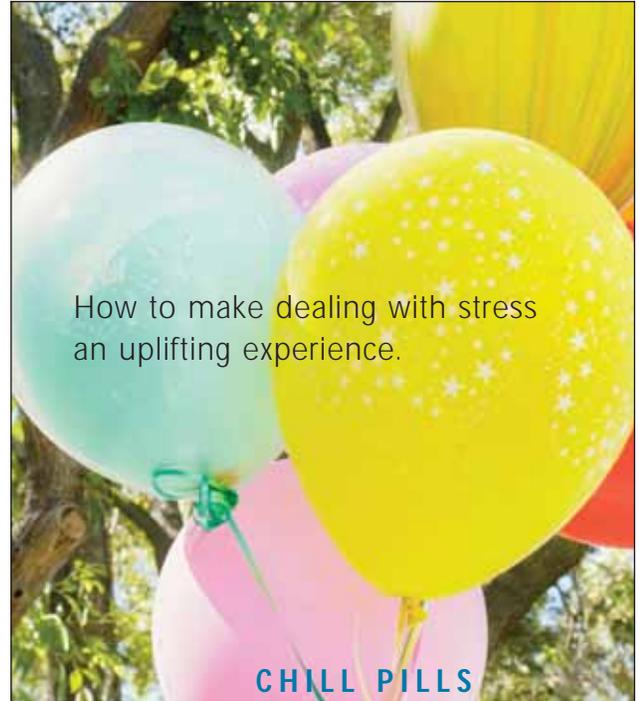
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OFFER A NATURAL WAY TO BRIGHTEN YOUR MOOD, FEEL GOOD AND, MOST IMPORTANTLY, RELIEVE STRESS.

CHILL PILLS (with holy basil) promote wakeful relaxation by increasing alpha wave production. CHILL PILLS also provide quick and effective support for the nervous system and reduce such physiological effects of extreme stress as anxiety, nervousness and the fight or flight response. Try CHILL PILLS and start facing the day with a smile.

Dates to Remember

September 3rd - Labour day (closed)

September 6th - 9th - CHFA ExpoEast - Toronto, ON
(Pavillion P48)

October 8th - Thanksgiving (closed)



New Roots Herbal
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www.newrootsherbal.com

CAREER OPPORTUNITY

New Roots Herbal is looking for an Ontario sales representative with a minimum of 2 years experience in the following approximate territory:

Ottawa, Renfrew, Peterborough, Kingston to Owen Sound.

For more information, please visit our web page at:

www.newrootsherbal.com/job/ontario.html

PH⁵D Enteric Coating - Revolutionary Technology

PH⁵D is a dual layered coating technology with a smart, targeted disintegration mechanism.

Stomach acids can destroy up to 99% of probiotics in ordinary capsules, tablets or yogurts. **PH⁵D** enteric coating provides superior protection for probiotics and is used with New Roots Herbal's Acidophilus Ultra to ensure all 11 billion beneficial cells reach the intestines alive.

PH⁵D provides two layers of a smart coating technology which only begins to allow disintegration at a pH of 5 - 5.5 and higher (does not open in an acidic environment, and will only open in a non-acidic environment like the intestines and not your stomach).

Beyond this resistance to acidity, only **PH⁵D** enteric coating is specially **designed to dissolve gradually** once in the intestinal environment. This gives the probiotics time to multiply in a new environment in a spanned and timed fashion, **helping them avoid shock and death**. Once in the intestines pre-biotics included in Acidophilus Ultra feed and nurture the probiotics allowing them to multiply.

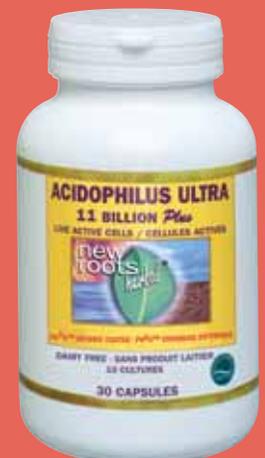
Only New Roots Herbal uses **PH⁵D** enteric coating, which **makes Acidophilus Ultra 100 times stronger than conventional probiotic capsules, tablets and yogurts**.

PH⁵D enteric coating, in combination with a demonstrated active culture mix, provides maximum strength probiotic reinforcements to the intestines. The net effect is a complete payload to the intestines of broad immune and health enhancing active cultures for a better, faster, stronger and smarter probiotic effect.



PH⁵D Enteric Coating:

- Water based and safe
- Provides a "shield" around the capsule which protects it from stomach acids
- Protects a full strength active live culture probiotics to remain alive for delivery
- Disintegrates - only after it reaches the intestines - **gradually** to avoid shock and death to the probiotics





Uncovering The Truth About Vitamin E

Vitamin E is an antioxidant that protects your cells against the effects of free radicals. It has also been shown to boost the immune system and other metabolic functions.

Although most research has shown that vitamin E is a powerful antioxidant, one recent study reported that the use of high-dose vitamin E supplements, in excess of 400 IU, is associated with a higher overall risk of death.

The Study

In 2004, researchers at The Johns Hopkins University School of Medicine claimed that high-dose vitamin E supplements increase your risk of death. The study lead author stated "A lot of people take vitamins because they believe it will benefit their health in the long term and prolong life. But our study shows that use of high-dose vitamin E supplements certainly did not prolong life, but was associated with a higher risk of death."

Researchers re-analyzed raw data from 19 major clinical trials, sorting information by whether high or low dose levels of vitamin E were taken. Nine of these studies tested vitamin E alone; 10 tested its use in combination with other vitamins. The studies took place between 1993 and 2004.

The Facts

Dr. Alan Gaby, an expert in nutritional therapies, points out that the vitamin E and placebo groups were not comparable. "In one high-dose vitamin E study (Cambridge Heart Antioxidant Study), the vitamin E group had higher cholesterol levels and significantly greater percentages of participants with high blood pressure,

diabetes, cigarette smoking, and severe coronary artery disease, compared with the placebo group. Thus, the people taking vitamin E were sicker than those taking the placebo, a fact that could account for the slight increase in mortality seen in the vitamin E group."

Since many of the study group participants were people with pre-existing chronic diseases such as cancer, heart disease, kidney disease, Alzheimer's and Parkinson's, the findings may not even apply to healthy adults.

All of the research compared the use of vitamins against a placebo and most of the research was done using the synthetic form (dl-alpha-tocopherol) rather than the natural form (d-alpha-tocopherol) of alpha-tocopherol. Therefore, any negative effects of high-dose vitamin E might have been caused by the synthetic dl-alpha-tocopherol.

Vitamin E⁸

While most vitamin E products contain only d'alpha tocopherol, New Roots Herbal's Vitamin E⁸ contains all eight members of the vitamin E family - four tocopherols and four tocotrienols - extracted from vegetable oils that are present in their natural, fully active unesterified form. These vitamin E compounds are antioxidants and serve to trap free radicals that can damage cell membranes, protein, and DNA. Each member of the vitamin E family has its own unique benefits.

Tocotrienols

Tocotrienols offer protection against the hardening of arteries by preventing oxidation of LDL (low-density lipoprotein). LDL cholesterol oxidation is believed to be

one of the triggering factors for atherosclerosis. Test tube and animal studies indicate an interesting role for tocotrienols in protecting against breast and skin cancer.

Scientists are finding that tocotrienols slow down a liver enzyme that plays a key role in the synthesis of cholesterol, where tocopherols alone have no such effect. A clinical study on humans indicated that a mixture of tocopherols and tocotrienols not only slowed down the narrowing of carotid arteries but also reversed the condition in forty percent of the cases, impressive!

Tocotrienols antiangiogenic therapy is a recognized strategy for the prevention of various angiogenesis-mediated disorders and could very well provide us with a safe dietary means to inhibit cancer growth and prevent it from becoming metastatic as well as address diabetic retinopathy and rheumatoid arthritis.

Sterols, Beta-sitosterols and Squalenes

Vitamin E⁸ contains sterols and beta-sitosterols to enhance the immune system. Sterols and beta-sitosterols are also useful in the treatment of benign prostatic hyperplasia and cholesterol problems.

Vitamin E⁸ also contains squalenes. Research has shown that squalenes retain skin moisture, heal wounds, enhance the immune system and strengthen the body's resistance to cancer.

Women's Health

Vitamin E has been successful in regulating excessive or scanty flows during menstruation. When it is added to the diet, it can correct menstrual rhythm. It is recognized as a treatment for hot flashes and headaches during menopause. It has been successfully used in the treatment of non-cancerous breast tissue known as fibro cystic breast disease; vitamin E also decreases the breast tenderness women experience during pre-menstruation.

Full-Spectrum

All eight members of the vitamin E family along with sterols, beta-sitosterols and squalenes work together as a team to provide complete anti-oxidant protection. To reap all the healthy benefits of vitamin E, you simply can't do better than New Roots Herbal's Vitamin E⁸.



Good vision requires Foresight.

FORSIGHT

SPECIFICALLY DESIGNED TO MAINTAIN VIBRANT, HEALTHY EYESIGHT.

FORSIGHT protects and maintains your vision with a synergistic blend of antioxidants, minerals, vitamins, carotenoids and nutraceuticals.

It also protects against macular degeneration, alleviates eye disease and reduces the risk of cataracts.



Why simply halting the symptoms of a yeast infection isn't good enough.

FEMINA FLORA

PREVENTS CHRONIC AND FREQUENT REOCCURRENCES OF YEAST INFECTIONS WITH SPECIAL PROBIOTICS.

Antibiotic or antifungal treatments are only temporarily effective and do little to treat the underlying cause. FEMINA FLORA helps eliminate the conditions that allow pathogenic bacteria and candida to flourish while putting "friendly flora" back where it belongs.

"Friendly flora" (special probiotics) helps create an acidic environment that forms a protective barrier against harmful bacteria, fungi and other pathogens. This barrier also prevents destructive bacteria from reaching and infecting the fallopian tubes and ovaries.



The Importance of Enzymes

You are what you eat, right?...

Wrong! What you eat is useless to you unless it can be broken down into vitamins, minerals, nutrients and healthy fats that can be absorbed by your body.

A great deal of the work of your gastrointestinal system, including everything from your mouth, salivary glands, stomach, liver, gall bladder, pancreas and intestines, is directed at exactly this goal. And a lot of this work is carried out by digestive enzymes.

The use of digestive enzymes is usually warranted when digestion is disrupted by a lack of enzymes. Side effects of a malfunctioning digestive tract are; flatulence, heartburn, indigestion, irritable bowel syndrome, and other digestive complaints. This usually happens with normal ageing. Many practitioners contend that digestive problems often develop in later decades because stores of digestive enzymes decline with advancing age and supplemental enzymes help to restore good digestion by replenishing these dwindling supplies. They also contend that many people are lacking enzymes because of inadequate diets, lack of exercise, over-refined foods, environmental toxins, and overall poor health.

Why Supplement Enzymes?

When it is in its natural state, raw and unprocessed, the food you eat, along with its many nutrients, contains some of the enzymes you need specifically to breakdown that food. But many of us exist on a diet of primarily cooked

food and digestive enzymes are extremely sensitive to heat. In fact, they are more sensitive to heat than vitamins are and are destroyed by any heat above 118°F, so imagine what cooking does to digestive enzymes and to your digestion. Not only cooking, but also pasteurization, canning and microwaving destroy digestive enzymes. When the food you eat does not contribute some of the enzymes needed for its own digestion, your body has to contribute more than its share, diverting enzymes from other necessary functions and contributing to a number of health problems.

Why Plant Enzymes?

Our Plant enzymes deliver four major benefits over enzymes derived from the pancreas of animals. Obviously, they are suitable for vegetarians. Secondly they are active over a broader range of foods than animal derived enzymes. Thirdly, they begin their work earlier in the digestive process than animal enzymes. Plant enzymes begin working in the stomach; animal enzymes begin working only later, in the intestines. So plant enzymes spare the body a lot of work by predigesting food before it is exposed to your body's own pancreatic enzymes. Finally, plant enzymes avoid the possible risk inherent in animal derived enzymes that your body will



recognize them as its own pancreatic enzymes and diminish its own production.

What are the Different Kinds of Digestive Enzymes?

There are four major types of digestive enzymes, each responsible for its own type of food component.

Cellulase

Cellulase breaks down fiber and is found only in plants and plant enzymes: it is absent from both the pancreatic enzymes produced by your body and from the pancreatic enzymes found in animal source digestive enzymes.

Amylase

Amylase breaks down carbohydrates. There are many types of amylase. Lactase, for example, breaks down the milk sugar, lactose, and maltase breaks down the malt sugar, maltose. Invertase helps digest sugar, and pectinase helps breakdown the fiber, pectin.

Lipase

Lipase is responsible for digesting fats. Without lipase, we would poorly absorb fats, all of the fat-soluble vitamins like vitamins A, D, E and K and all the carotenes.

Protease

Protease, as the name suggests, breaks down proteins. Without proper protein digestion a whole host of health problems from food allergies, to leaky gut syndrome, to toxicity and even skin diseases like psoriasis become possible. And that's not all. The proteases play a very large part in keeping the small intestine free from yeast including candida, bacteria, protozoa and other parasites. The well-known digestive aid, Bromelain, is derived from pineapple and is actually a mixture of a number of proteases and small amounts of other enzymes. Bromelain is an excellent protein digester and is able to do its work in both the stomach and the small intestine.

Give your body what it needs to make the most of the food you eat. Use New Roots Herbal's comprehensive Plant Digestive Enzymes and ensure that you are, in fact, what you eat.



Infla-Heal *Plus* - Treats Chronic and Acute Inflammation

Inflammation is the body's natural reaction to physical, chemical and metabolic stress as well as injuries that initiate tissue damage.

Infla-Heal *Plus* works synergistically to reduce the inflammation that causes soft tissue damage. The digestive enzymes in Infla-Heal *Plus* aid the small intestines in the role of digesting fats, proteins and carbohydrates.

Infla-Heal *Plus* contains serratiopeptidase, a proteolytic enzyme isolated from the bacterial organism *Serratia* 15E which inhabits the gut wall of the silk worm. Serratiopeptidase helps in the breakdown of non-living tissue. This enzyme causes proteolysis of all non-vital tissues including blood clots, cysts, tissue plaques and cellular debris and reduces the inflammatory response.

Serratiopeptidase reduces inflammation by thinning the fluids formed from injury, thus facilitating the fluid's removal from the site. This action helps speed up the healing process. Serratiopeptidase helps alleviate pain by inhibiting the release of pain-inducing amines called bradykinin. It also enhances cardiovascular health by breaking down the protein by-products of blood coagulation, fibrin.

Allowing maximum blood flow and easing the work required to remove dead tissue allows

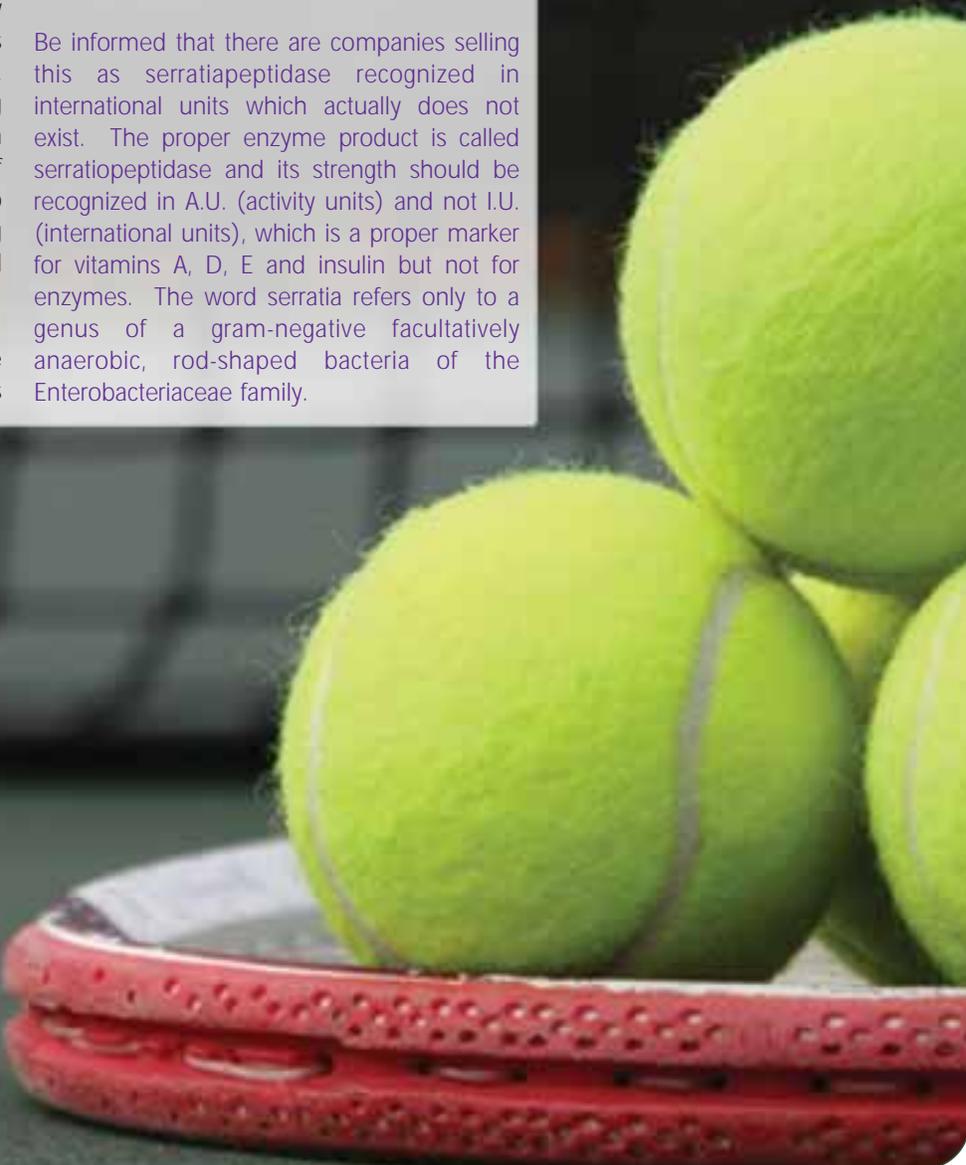
for faster healing, which is a more proactive and long-term approach to the body's reaction to inflammation.

Infla-Heal *Plus'* enzymes are such powerful and broad-spectrum biological response modifiers that, while you are treating the pain and inflammation of your sports injury extremely safely, you'll also be reducing your future risk for a heart attack, stroke, cancer, kidney disease, arthritis, lupus, and many other degenerative conditions.

Infla-Heal *Plus* improves your health while it gets you back in the game.

New Roots Herbal sources its serratiopeptidase from the world's leading certified GMP facility who is recognized as the leading manufacturer/developer of this enzyme.

Be informed that there are companies selling this as serratiopeptidase recognized in international units which actually does not exist. The proper enzyme product is called serratiopeptidase and its strength should be recognized in A.U. (activity units) and not I.U. (international units), which is a proper marker for vitamins A, D, E and insulin but not for enzymes. The word *serratia* refers only to a genus of a gram-negative facultatively anaerobic, rod-shaped bacteria of the Enterobacteriaceae family.



Keep On Top of Your Kidneys' Health

It can take up to an 80% loss of kidney function before symptoms start to appear.

The principal function of the kidney is not excretion, but regulation to carefully preserve an ocean of extra cellular fluid within our bodies. This composition of fluid is guarded with tremendous accuracy by the kidneys. Our kidneys are autonomous and will keep or excrete what they need or do not need from this extra cellular fluid. The kidneys conserve what is needed and also allow us to consume more than we need of many necessities - water and salt for example - and excrete exactly what is not required. Finally, the kidneys preserve the volume of our body fluids and composition.

Your kidneys and the urinary system require nutrients to support the manufacturing processes and maintain the system itself. In order for our complex organs to function properly, the muscles, nerves, blood vessels, and other tissues must also be properly nourished. Adequate amounts of water and the proper balance of sodium, calcium, and magnesium levels are very important. The kidneys and bladder are silent when they are sick. Many other parts of the body will give you symptoms when there is loss of function, but with the kidneys, you may not feel anything until you have lost 80% of your kidney function. Until then, there may not be any symptoms, but it will reduce your elimination of urine and toxins and create overall problems as a result.

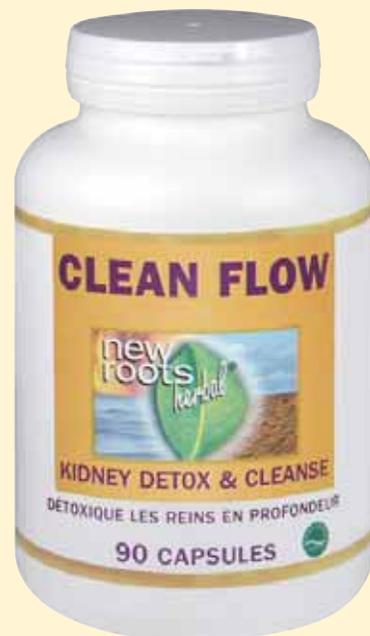
Symptoms of a kidney or bladder infection include:

- Pain or burning when you urinate
- Frequent urge to go to the bathroom
- Urine that looks cloudy or reddish
- Fever or a shaky feeling
- Pain in your back or on your side below your ribs

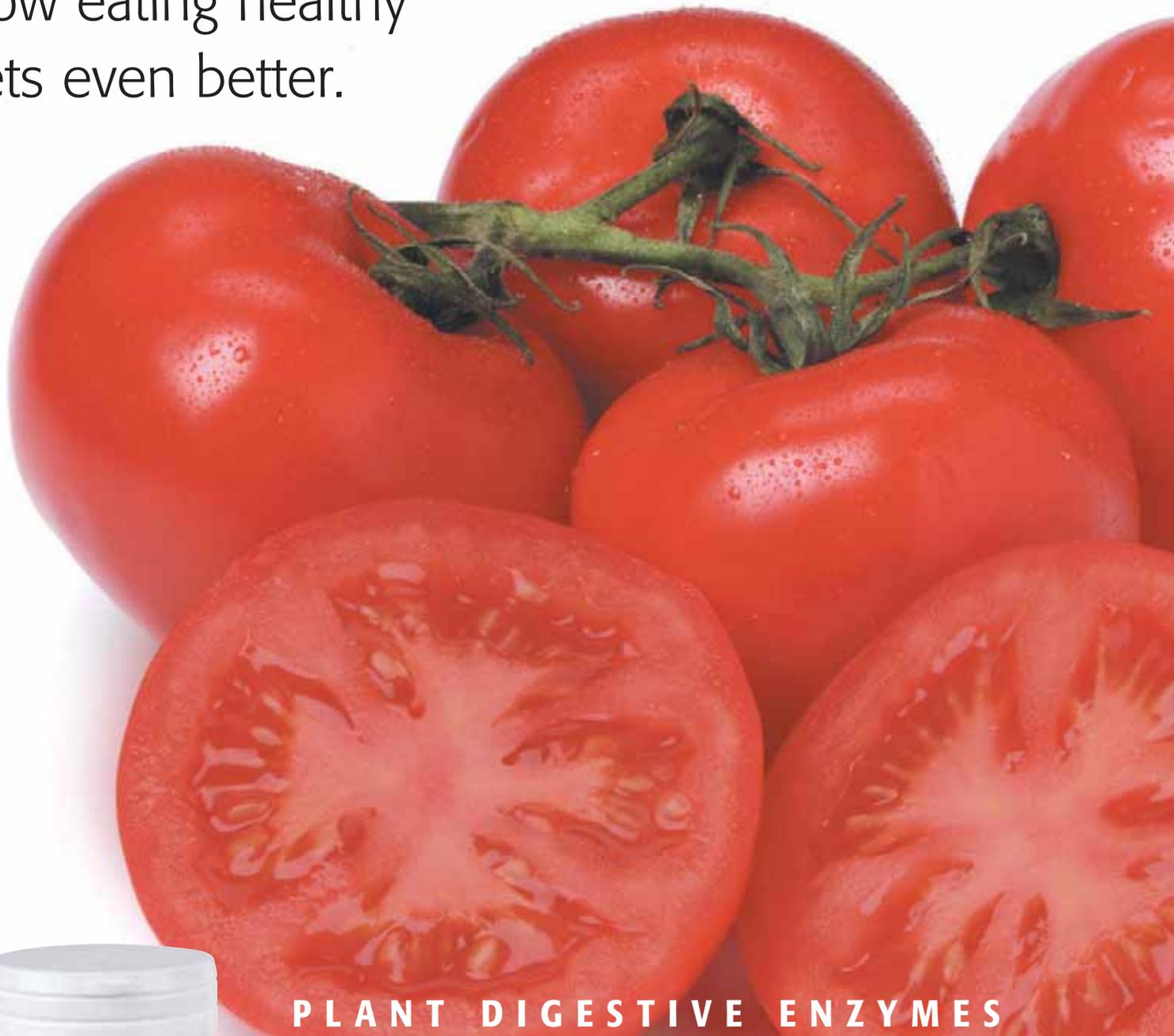
New Roots Herbal's Clean Flow formula is designed to clean and detoxify your kidneys. This formula may also be taken as a mild cleanse and maintenance by following the instructions on the label.

Kidney cleansing and detoxification is essential for good health. New Roots Herbal's Clean Flow improves kidney function, promotes tissue healing and strengthens your immune system. It also expels toxins, bacteria and small kidney deposits, fights infections and coats the urinary lining.

Trust Clean Flow to keep your kidneys functioning at their best.



How eating healthy
gets even better.



PLANT DIGESTIVE ENZYMES

GIVE YOUR BODY WHAT IT NEEDS TO BREAK DOWN
AND ABSORB MORE VITAMINS, MINERALS, NUTRIENTS
AND HEALTHY FATS FROM THE FOOD YOU EAT.

Enzymes play a vital role in converting food into energy. Unfortunately, when foods are cooked and processed, natural plant enzymes are typically destroyed. New Roots Herbal's PLANT DIGESTIVE ENZYMES helps to digest proteins, sugars, fibers, carbs and lipids and converts food into energy rapidly. PLANT DIGESTIVE ENZYMES prevents heartburn, gas and indigestion and is perfect for vegetarian diets.

Enzymes are destroyed by temperatures above 118°F. That means cooking, pasteurization, canning and microwaving destroy essential digestive enzymes naturally supplied by foods.

www.newrootsherbal.com



PREVENTION & CURE