



NaturalFacts

*New product announcements, specials
and information from New Roots Herbal*

August 1st – September 30, 2009

240 hours of testing and research every week

Our full-time laboratory is staffed with 1 PhD, 3 masters and 2 bachelors

WildOmega 3

EPA 660 DHA 330

- Each softgel contains
660 mg of EPA
330 mg of DHA
- Highest government-approved softgel
potency on the market
- Source of omega-3 fatty acids for
maintenance of good health. Helps
support cognitive health and brain
function, maintain cardiovascular
health, and reduce serum triglycerides.
- NPN 80009414



Magnesium

A critical mineral supplement in modern times

Dietary magnesium comes from green leafy vegetables, whole grains, nuts, red meats, starches and milk. However, our soil has been seriously depleted of magnesium; this is further aggravated by the use of potassium and phosphorus fertilizers, which alter the plant's ability to uptake magnesium.

Magnesium supplements, according to the Health Canada Monograph, are approved as a factor in the maintenance of good health, and to help in the metabolism of carbohydrates, fats and proteins; in the development and maintenance of bones and teeth; in tissue formation; and to help maintain proper muscle function.

Health Canada's mineral references deal specifically with the elemental values of the mineral. This monograph applies to all acceptable forms, including magnesium bisglycinate. Recommended adult dose is 350 mg elemental magnesium daily. Doses in excess of this recommended dosage may cause diarrhoea.

Conditions associated with magnesium deficiencies are extensive and range from ADHD and anxiety to various

auto-immune disorders; muscle fatigue, weakness and cramps; as well as high blood pressure, osteoporosis, and various intestinal disorders including peptic ulcers, Crohn's disease, colitis, and food allergies.

Clearly, magnesium supplementation is important! The critical factor is the actual absorption. Magnesium bisglycinate is considered to be one of the most absorbable forms of magnesium and the amino acid L-Taurine greatly enhances the absorption and retention of this critical mineral.

In addition to the greatly enhanced absorption and retention of magnesium bisglycinate, the amino acid L-Taurine appears to play a critical role for magnesium in the body: "Taurine acts by regulating the sodium & potassium concentration in the cells & the magnesium level between the cells."

New Roots Herbal is pleased to introduce Magnesium Bisglycinate with L-Taurine. Each vegetarian capsule contains 150 mg of elemental magnesium from 650 mg of magnesium bisglycinate as well as 30 mg of L-Taurine.



According to research by Albion Minerals, magnesium bisglycinate shows absorption levels over 200% higher than other forms of magnesium. Their studies go on to show that the urinary excretion of magnesium from magnesium chloride (a typical elemental magnesium source) is substantially higher than magnesium from magnesium bisglycinate.

Sources:

- The Way Up Newsletter, Vol. 16, 01-15-00 Priscilla Slagle M.D.
- Health Canada monograph for Magnesium
- Krispin Sullivan, CN 1997
- Albion Research Notes; Volume 12, No. 3, October, 2005

Did you know?

Two or more cups of green tea a day translate into a 28% lower risk of breast cancer.

New Roots Herbal's Slimmer System has a daily super charge of 700 mg of 75% EGCG – the studied isolate – which is equal to 61 cups of green tea.



Regularly sneaking in an extra hour of rest per night can result in a 33% drop in coronary artery calcification (an indicator of cardiovascular health).

Melatonin is the solution to all your sleep problems.



A study from the UK found compression wraps may actually slow recovery from a severe ankle sprain. Wearing a wrap for 4 weeks improved people's ankle function by just 16%, this compared with 29% improvement after 10 days in a plaster cast. The study found that an air cast was nearly as effective.

Infla-Heal Plus contains serratiopeptidase and all-natural systemic enzymes to relieve pain.



LowerCholesterol



Cholesterol has become one of the most feared words relating to health in western society. In reality cholesterol is a lipidic, waxy alcohol transported in the blood plasma of all animals and an essential component of mammalian cell membranes. The presence of cholesterol in the cell membrane ensures selective permeability to enable cell metabolism essential to life. The human body synthesizes approximately 75% of our cholesterol with the balance coming from the food we eat.

THE DOSE MAKES THE POISON

The famous 16th century physician, botanist, and astrologer Paracelsus was credited with the phrase "The dose makes the poison."

This holds true for most things in life, including cholesterol. Your average baby boomer is just as likely to know their cholesterol level as well as the value of their stock market portfolio.

Total body cholesterol along with the ratio of high density lipoprotein (HDL) to low density lipoprotein (LDL) is the major risk factor for atherosclerosis, heart disease and stroke. Excess LDL can deposit on arterial walls to form plaque which restricts blood flow, reduces arterial elasticity, and can cause a heart attack or stroke. HDL has the remarkable ability to piggy-back LDL off the arterial walls out of harms way back to the liver to be broken down and eliminated.

NEW ROOTS, NEW SOLUTIONS

New Roots Herbal has formulated Lower Cholesterol to play an important role in the prevention of atherosclerosis and its related ailments. The main ingredients in Lower Cholesterol are phytosterols

and guggul. Phytosterols are a group of steroid alcohols that occur naturally in plants. They have the ability to block receptor sites in the intestines and prevent absorption of LDL (bad cholesterol). Supplementing our diet with phytosterols decreases absorption of dietary cholesterol. A study published in the magazine Food Technology indicated that the daily consumption of 2 grams of phytosterols can reduce the risk of heart disease by up to 25% (Hicks 2001). Extract from the bark of guggul tree (*Commiphora mukul*) is the complimentary ingredient to the phytosterols with a rich tradition in Ayurvedic medicine. The extract, called guggulipid, has a three thousand

year history of use and was virtually regarded as a panacea with therapeutic effects ranging from offsetting osteoporosis to improving blood circulation. In modern medicine, guggul also has been proven to have positive effects on liver metabolism. Studies conducted in the U.S.

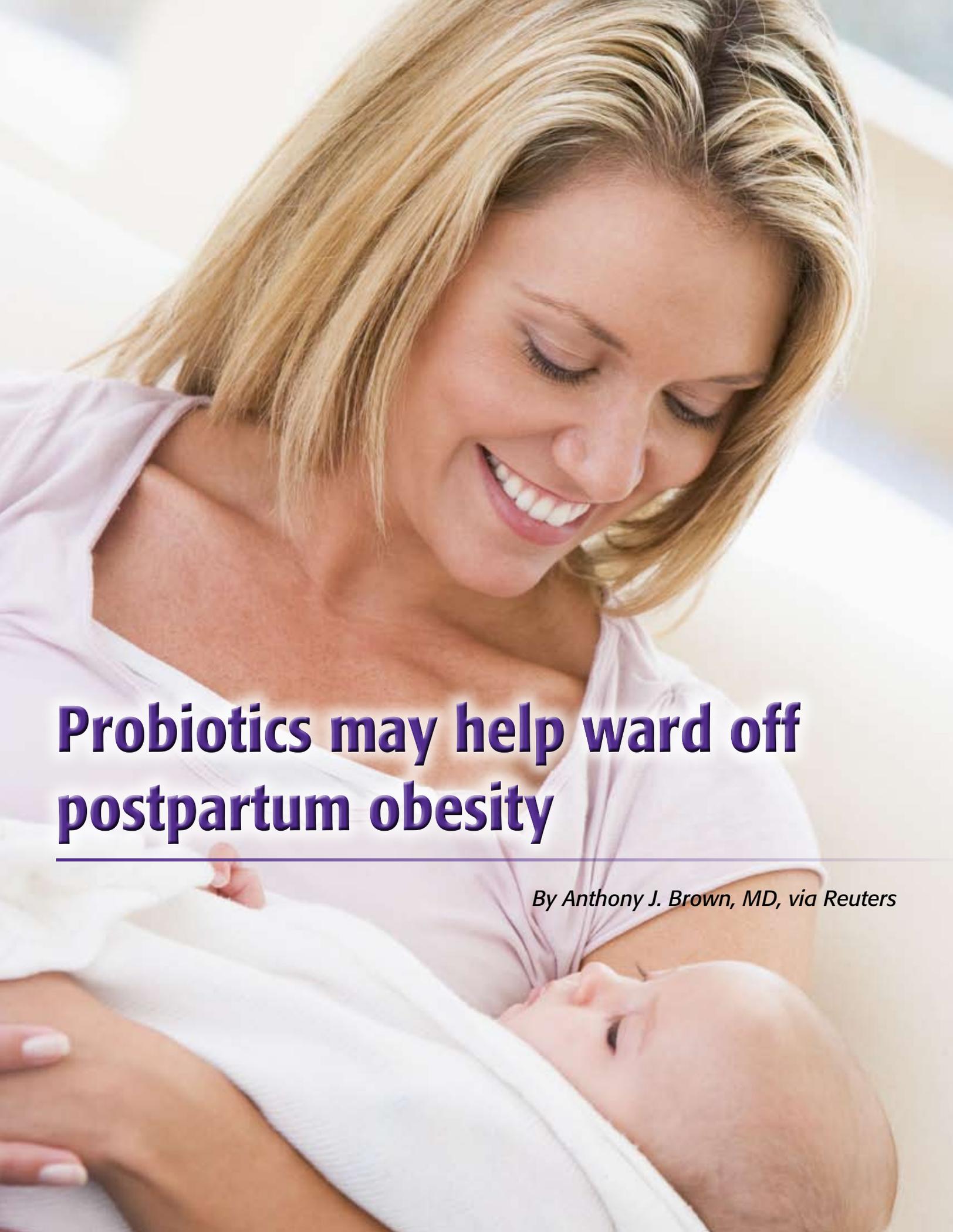
(University of Texas and Baylor College) established that guggul extract blocks the activity of a receptor in the liver cells (the farnesoid X receptor) to allow conversion of excess cholesterol to bile acids for excretion.

Other investigators report cholesterol-level reductions of 14 to 27 percent and triglyceride-level reductions of 22 to 30 percent in subjects treated with guggulipid (Nityanand et al. 1989). Extra virgin olive oil rounds out the formula for Lower Cholesterol with its favourable effects on blood cholesterol and overall bio-availability. Start a working relationship with Lower Cholesterol by New Roots Herbal to balance your lipid levels.

Choices

An active lifestyle and a well-balanced diet are the two most important elements contributing to proper cholesterol levels. Exercise has been proven to stimulate production of HDL and improve the ratio between the good and the bad cholesterol. North Americans in general consume too much meat and dairy products which are rich in saturated fats and subsequently LDL. Choosing a diet rich in monounsaturated fats from plant sources such as olive oil and almonds can favourably affect blood cholesterol.

ORDER CODE #1340

A close-up photograph of a woman with long, wavy blonde hair, smiling warmly as she holds a newborn baby. The baby is wrapped in a white blanket and is sleeping peacefully. The woman is wearing a light pink top. The background is softly blurred, suggesting an indoor setting like a hospital or home.

Probiotics may help ward off postpartum obesity

By Anthony J. Brown, MD, via Reuters

Pregnant women who take probiotic supplements starting in the first trimester are less likely to develop central obesity after they've given birth, according to a new study.



ACIDOPHILUS ULTRA contains 10 special complementary probiotics. Each probiotic culture administers a special benefit, each at a unique site along the intestines, plus the special PH⁵D enteric coating ensures that all 11 billion beneficial cells arrive alive, safe & active after surviving your stomach acids.

Central obesity was defined as a body mass index of 30 or higher or a waist circumference greater than 80 centimeters, about 31 1/2 inches.

At 1 year after giving birth, 25 percent of women given probiotics along with dietary counseling had central obesity based on that definition, compared with 43 percent of women given diet advice alone.

The findings were reported at the European Congress on Obesity held May 6–9, 2009 in Amsterdam, the Netherlands.

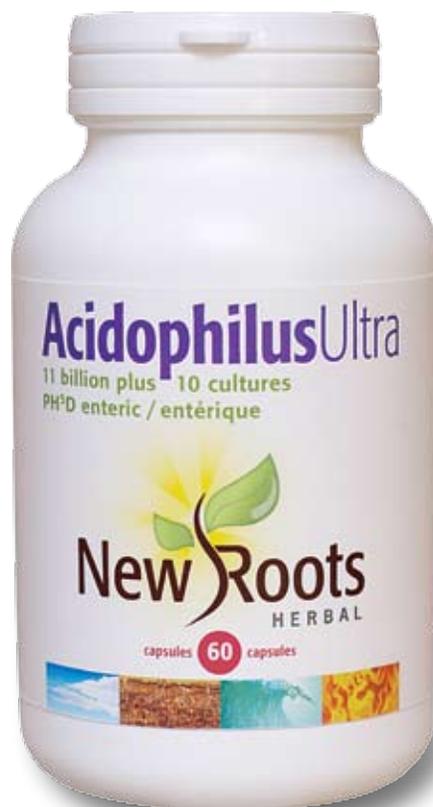
"This is the first study showing that probiotics-supplemented diet during pregnancy and breastfeeding influences the adiposity of women over the 12-month postpartum period," said Kirsi Laitinen, from the University of Turku, Finland.

The results stem from a study of 256 pregnant women who were given either probiotic capsules plus dietary advice, or placebo capsules plus dietary advice, or placebo capsules and no dietary advice. The probiotic capsules, which contained *Lactobacillus* and *Bifidobacterium*, were continued for up to 6 months after delivery until the women had stopped exclusive breastfeeding.

The percentages of women with central obesity at 1 year were 25 percent, 43 percent, and 40 percent in the probiotic, dietary advice-only, and no-probiotic/advice groups, respectively. The corresponding average body fat percentages were 28 percent, 29 percent, and 30 percent.

Laitinen noted that one limitation of the study was "the lack of baseline measurement of waist circumference, which was not possible to conduct in pregnant women."

Modification of normal bacterial in the intestines probiotics "together with a balanced diet may offer a reasonably economic, practical, safe and potentially successful method to be used with other lifestyle-related factors in controlling obesity," the researcher said – while acknowledging that further studies are needed to verify these findings.



Receive multiple health benefits as ACIDOPHILUS ULTRA cleans, protects, aids in protein digestion, stimulates and fortifies the immune system and completely replenishes your gastrointestinal system.

Harvest



Historically, there are few countries in the world that have relied on the bounty that the months of August and September deliver more than Canada. It's more than a coincidence that the grass roots vibe of Neil Young's album release in 1972, which is rated as the number #1 Canadian album of all times, is appropriately named "Harvest". The quality of Canadian produce is second to no other country for variety and nutritional value. The countless microclimates and broad range of soil types yield a bonanza of agricultural products. The only dilemma is the duration of the harvest: nothing compares to locally grown asparagus, blueberry, corn, potato, peach, radish, carrot, cucumber, tomato, etc. for flavour and freshness, but the window of opportunity is brief.

There exist several challenges affecting the biodiversity of our harvest; among them is the emergence of corn as an alternative energy source and the subsequent shifting of acreage from our dinner plate to the fuel pump. It also seems ironic that the fruits and

vegetables we do produce would perish in the fields and orchards if we would not have the resources of thousands of Central American seasonal workers to harvest them despite an unemployment rate approaching double digits.

FOOD FOR THOUGHT

The remaining eight or so months, we "feast" on fruits and vegetables that have been picked before they ripen naturally to endure trips of days to weeks only to arrive at your grocery store as vitamin and flavour depleted replicas often only worthy of the status of a garnish. At the risk of sounding too cynical, it is an incredible network of farmers, seasonal harvesters, truckers, brokers, grocers, all the way to your volunteers bagging your groceries for a worthy cause, keeping us fed. Support local organic agriculture whenever possible: next time you drive through a rural area and see a giant sign saying "FARMERS FEED CITIES," tip your hat or honk your horn.



Gluten digesting enzyme activity in Plant Digestive Enzyme formula



We'd like to let everyone know that our Plant Digestive Enzymes product has always provided and will continue to provide 263.25 units of dipeptidyl peptidase-4 (DPP-IV) per capsule. This is an enzyme associated with gluten digestion immune regulation, signal transduction and apoptosis with a recent increased interest.

There are many ways of listing enzyme activity and the same enzyme can supply different types of activity. For example, an enzyme can cleave milk units or gelatin units much like an axe can be used to cut oak or pine. We have never listed our product's DPP-IV activity, although we will from now on. Note that most of our competitors do not list their products' DPP-IV activity.

To support the digestive process, this unique enzyme specifically breaks apart difficult-to-digest proline-containing peptides and gluten, which are generally known to come from dairy products and cereal grains.



YEAR-ROUND NUTRITION

Nutrition is defined as the provision to cells and organisms of the materials necessary to support life. Maintaining the safety of Canada's food supply is a shared responsibility among government, industry, and consumers. Labeling requirements concerning nutritional values of processed foods have proven to be an indispensable tool empowering us to make intelligent choices. It would be impossible to test the nutritional value of all the food we consume. With all the information and choices available, proper nutrition for you and your family relies on us as consumers.

LAB-TESTED SUPPLEMENTS

New Roots Herbal has approximately 300 products formulated to target specific illnesses, improve immunological response, support specific organ function, and to supplement our overall vitamin and nutritional needs. The raw materials are sourced worldwide and rigorously tested for quality. There are many products available to guarantee you and your family meet your nutritional requirements. The "GREENS" family of products is among them, boasting in excess of 10 billion probiotics per serving to ensure year round healthy nutrition and digestion. The vast selection of New

Roots Herbal vitamin supplements can respond to any potential deficiency, with VITAMIN C⁸ COMPLEX being an all around buffered vitamin and mineral supplement with industry leading bioavailability.

Keep an eye out for several new products this fall formulated to provide superior nutrition, naturally.