



Natural Facts

New product announcements, specials and information

September 17th to October 31st, 2012



Hot Flashes
Red **Clover**

Gain Control with
Cho-less-terin

Cellular Stamina
for Increased Energy

Many Benefits of
Hair&Scalp

Back to Class with
Multi-Max

Prostate & Kidney
A Hidden Link

...and other great topics

All texts researched
and written by
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Exclusively for Finer Health Food Stores

New Roots Herbal's Staff Training Program Gains Momentum

We're extremely pleased with the positive feedback from our retail partners regarding our initial staff-training sessions.

The owners, management, and staff that Dr. Rouchotas and Dr. Fritz have worked with are genuinely excited with both the product- and condition-specific information they have to share. They appreciate the "on point," accurate and current summaries of scientific evidence that they are then able to relate to their customers.

The relaxed environment of the sessions is also conducive to addressing many of the myths circulating in the mass media regarding wellness and natural health products. The discussion of novel but important applications for New Roots Herbal products that may be lesser known has also been a keen topic of interest. Learning the full spectrum of application and benefits of various products is also proving useful to staff members as expanded product knowledge translates to improved sales.

Please feel free to contact the Account Manager in your region for staff training, the production of customized product posters, or any other marketing initiative we can provide you free of charge.



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Member of the



Please note that our offices will be closed on Thanksgiving, Monday, October 8th, 2012.

Strong, Supple Skin Starts from Within

Seabuckthorn seed and fruit oils benefit many aspects of everyday health that include a robust immune system, powerful antioxidant activity, gastrointestinal well-being and resistance to coronary heart disease, along with healthy, vibrant looking skin.

Seabuckthorn is among the rare plant sources of the elusive omega-7 fatty acid, also known as palmitoleic acid, a critical building block for collagen formation. An abundant supply of collagen gives skin both strength and elasticity; however, younger looking skin has benefits that are truly more than skin deep.

Superior epidermal health is an indicator for the condition of other collagen-rich connective tissue including ligaments, tendons, muscles, fascia,^[1] and blood vessels.



Collagen is literally the glue that holds everything together and provides the intricate vascular network that nourishes and oxygenates the entire body.

Each **SeabuckthornOil** softgel contains certified organic oils sourced from the rugged, unspoiled Qinghai-Tibetan Plateau in Central Asia bordering on the Himalayan mountain range. The oils are produced by means of supercritical CO₂ extraction, a solvent-free and heat-free process that preserves raw material integrity and potency.



1585

[1] The fascia is a thin layer of connective tissue that surrounds muscles, muscle groups, blood vessels, and nerves. It bundles some structures together while permitting others to slide smoothly over each other.

Cellular Stamina

for Increased Energy and Longevity

The New Roots Herbal product line has a broad range of products dedicated to specific illnesses, ailments, organ systems, metabolic function, and overall wellness. During the past year, we've developed two formulas that improve energy, strengthen immune system performance and promote longevity by targeting one common denominator: the health and vigor of all cells.

NEW! S.O.D.

Each and every cell in your body can benefit from our vegetable-sourced **S.O.D.** (superoxide dismutase) formula.

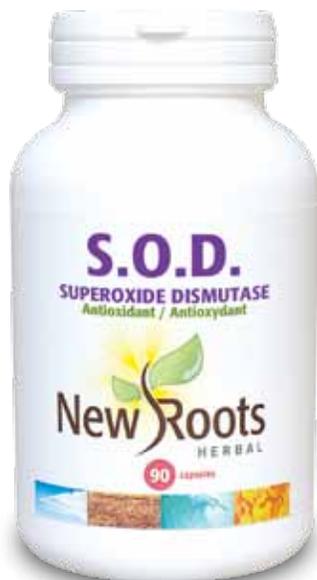
Healthy, efficient cells can collectively slow down the aging process along with the ravaging effects of age-related degenerative diseases. You will also benefit from increased energy levels, as S.O.D. protects the mitochondria (power plants) of all cells from the effects of free-radical damage.

New Roots Herbal's **S.O.D.** capsules are protected with our water-based non-GMO enteric coating to preserve the potency and effectiveness of the enzymes and other ingredients from harsh stomach acids.

AgeLess Telomeres

The botanical backbone of **AgeLessTelomeres** is an extremely potent standardized extract of astragalus (3% astragalosides). Research has demonstrated that compounds found in astragalus promote the production of the enzyme that preserves telomeres, the protective caps that safeguard genetic information (DNA) during cell replication.

Healthy telomeres make your cells more resistant to degradation, which allows you to live longer and stay stronger, with fewer of the restrictions of many age-related degenerative diseases. **AgeLessTelomeres** is formulated with six additional ingredients that exert antioxidant action and strengthen immune system performance.



1649



1428

Combat Colds & Flu with Confidence

New Roots Herbal's **WildOregano C93** delivers an industry-leading concentration of carvacrol as a percentage of total volatile oils, blended with certified organic olive oil for a smooth taste that packs a therapeutic punch.

WildOregano C93 exerts powerful and potent antibacterial, antiviral, and antifungal action, both internally and topically, for a wide range of applications.

A study reported in the *Journal of Applied Oral Science*^[1] tested an alcohol-free essential oil solution with carvacrol as an antibacterial mouthwash. The 7-day, 55-person trial exhibited significant reductions in both plaque and symptoms of gingivitis.

[1] Botelho, Marco Antonio, et al. "Effect of a novel essential oil mouthrinse without alcohol on gingivitis: a double-blinded randomized controlled trial". *Journal of Applied Oral Science*, Volume 15, No. 3 (May/June 2007): 175–180.



1233-1255-1476
Display boxes: 1267-1268

The correlation between the roles of oral bacteria in the formation of arterial plaque could present some additional therapeutic uses for oregano oil.

As reported in the *Harvard Heart Letter*,^[2] several species of bacteria responsible for gum disease have been linked to plaque formation in the arteries. This plaque formation is a major risk factor for both heart attack and stroke.

Add a few drops of **WildOregano C93** to your favorite garden cocktail before packing your lunch for a robust flavor with added health benefits.

WildOregano C93 & Vitamin D delivers 50 IU of vitamin D₃ per drop. Vitamin D₃ is the bioactive form of



1487-1488-1489

this critical vitamin that is produced with the exposure of the skin to the sun. Supplementation can fill in seasonal deficiencies of this essential vitamin during winter months. Vitamin D₃ assists with calcium and phosphorus uptake for bone formation and to help beat the winter blues (seasonal affective disorder).

[2] February 2007 • http://www.health.harvard.edu/newsletters/harvard_heart_letter/2007/February

New Products

Certified Organic: In Stock



Cultivation pond for New Roots Herbal's **SimplySpirulina**.

SimplySpirulina and broken-wall **Chlorella** are now available exclusively as certified organic.

Both chlorella and spirulina are nutritional powerhouses that harness the Sun's energy to assimilate virtually every vitamin and mineral necessary for excellent health and well-being.

New Roots Herbal's certified organic **SimplySpirulina** and **Chlorella** are grown naturally in full-closed cultivation ponds, then freshwater rinsed and dried.



1662-1660-1661



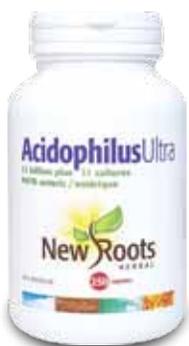
1650-1647-1648

Product Update

Another Addition to New Roots Herbal's Family of Probiotics

New Roots Herbal is excited to add **Travelers' Probiotic** to its probiotic product selection.

Improves intestinal health



1270-4-495-940

Relieves IBS symptoms



1521

Re-establishes intestinal vigor



1398

Travelers' Probiotic is a unique formula that harnesses the exponential growth of the probiotic yeast *Saccharomyces boulardii*, along with the strength and efficiency of 12 scientifically proven probiotic strains formulated to safeguard normal, healthy, beneficial intestinal flora during travel abroad.

Each water-based enteric-coated capsule contains 10 billion colony forming units (CFUs) of *S. boulardii* that crowd out the pathogenic bacteria that cause travelers' diarrhea, neutralize their toxins and help restore nutrient absorption within the intestines. The 11 billion CFUs of probiotics in **Travelers' Probiotic** work in unison with *S. boulardii* to re-populate your intestines with a healthy, well-balanced intestinal flora. According to the Center for Disease Control, between 20 to 50% of international travelers contract travelers' sickness. Consider an investment in **Travelers' Probiotic** as a way of safeguarding your dream vacation from becoming a nightmare.



Travelers' Probiotic is manufactured to guarantee its potency for 30 days without refrigeration.



1679



Hair & Scalp: A Product with Many Benefits

Hair&Scalp recently celebrated its first anniversary. We've had plenty of positive feedback for what we feel is the most complete hair health product available to Canadian consumers. **Hair&Scalp** contains 18 nutrients dedicated to addressing the hormonal, circulatory, vitamin and mineral support necessary for a healthy scalp and fuller hair.

Six of the nutrients in **Hair&Scalp** – saw palmetto, flax seed lignans, grape seed extract, green tea extract, stinging nettle and pumpkin seed oil – collectively deter the conversion of testosterone to harmful dihydrotestosterone (DHT), the major cause of pattern baldness. **Hair&Scalp** contains the amino acid L-taurine, known for its ability to block the protein TGF- β responsible for hair follicle inflammation and miniaturization. Silica-rich horsetail extract invigorates hair follicles and hair quality.

Hair&Scalp also contains B-complex vitamins that stimulate the production of keratin, the pivotal protein in hair, skin, and nails. B vitamins also improve microcirculation critical for productive hair follicles, and promote the bioavailability of the natural nutrients in **Hair&Scalp**.



1612-1555

Back to Class with Multi-Max

For a generation that may have grown up with a chewable multivitamin resembling the characters of a popular stone-age family, graduation day is here. New Roots Herbal's **Multi-Max** is more than a mix of vitamins and minerals: it's formulated with premium nutraceuticals that support metabolic function, provide protection from disease, and strengthen body and mind.

The umbrella of nutrients in **Multi-Max** includes premium quality coenzyme Q₁₀ for cellular energy production, lycopene for prevention of age-related macular degeneration, digestive enzymes to maximize nutrient absorption, and the potent antioxidants *alpha*-lipoic acid and quercetin, to name a few.

Multi-Max is iron-free, as the majority of North Americans reach their quota of iron easily with protein-rich diets. Excessive iron levels can provoke oxidative stress that contributes to atherosclerosis. Supplementation with iron is normally only recommended for those with anemia or for expectant mothers to meet the oxygen requirements of the placenta.



1235-963-964

A Healthy Prostate Gland can Contribute to Healthy Kidneys



Men's urogenital health has long been a taboo subject. Men do have a reduced frequency of urinary tract infections than women, primarily due to the fact that a women's urethra is shorter, allowing bacteria easier passage to the bladder to cause infection. However, most men develop a critical risk factor for infection of the entire urinary tract and the development of chronic kidney disease as they approach their 40's and enter middle age.

A Mayo Clinic study published in *Kidney International*^[1] concluded that there was a relationship between bladder outlet obstruction, the main symptom of Benign Prostatic Hyperplasia (BPH), and chronic kidney disease. The obstruction of the urethra caused by an enlarged prostate can be compared to a dam in a river; the buildup of toxins within urine remain in the bladder and back up into the kidneys. This can lead to an enlarged, damaged bladder even more susceptible to further infection, and the leaching of poisonous toxins into the body and progression of the gradual process of chronic kidney disease.

Add an Annual Date with Clean Flow to your Agenda

CleanFlow cleanses, protects, and strengthens the entire urinary tract. The urogenital tract is constantly exposed to the body's nitrogenous waste, toxins, and environmental pollutants. The toll this can take on the kidneys is gradual, and symptoms of chronic kidney disease often appear only after up to 80% of kidney function has been lost.

An annual kidney detox and cleanse with **CleanFlow** is an excellent pain-free addition to any wellness program, especially for men that experience stagnancy of urine flow with the early onset of Benign Prostate Hyperplasia.



1049-256-890-891

1079

[1] Rule, Andrew D., et al. "The association between benign prostatic hyperplasia and chronic kidney disease in community-dwelling men". *Kidney International* 67 (2005): 2376–2382.



Hot Flashes

Red Clover



The hot flashes associated with menopause are relatively simple to explain, yet they can be physically and psychologically overwhelming. A sudden drop in estrogen levels, common during menopause, can disrupt the part of the brain (hypothalamus) responsible for appetite, sleep cycles, sex drive, and body core temperature. This can cause the hypothalamus, often referred to as the body's thermostat, to trigger the production of compounds to cool the body down. The accelerated pace of the heart, dilating of blood vessels to dissipate heat, and activation of sweat glands can cause hot flashes of varying intensity and duration.

Clinical trials with isoflavones from red clover have led to some promising outcomes. Research validated the effectiveness of these isoflavones for reducing the frequency of menopause-related hot flashes.^[1] The 12-week, double-blind, placebo-controlled study reported a 44% reduction in hot flashes among 30 participants.

Red clover (non-GMO), standardized to 40% isoflavones, in New Roots Herbal's **Menopeace** mimics estrogen to help naturally ease the many symptoms of menopause including hot flashes. **Menopeace** is formulated with 5 additional standardized extracts of herbs renowned for their beneficial effects for liver function, fluid balance, hormonal regulation, and the easing of anxiety during menopause.

[1] van de Weijer, P.H. and R. Barentsen. "Isoflavones from red clover significantly reduce menopausal hot flush symptoms compared with placebo". *Maturitas* 42, No. 3 (2002): 187-193.



232-948

Gain Control of Your Health with Cho-less-terin

There exists a fundamental difference between natural health products and prescription medication. Being given a prescription from a medical doctor often leaves the patient with a sinking feeling that they will need to fill this monthly prescription for a lifetime.

Supplementation with natural health products, on the other hand, empowers people towards achieving and maintaining great health naturally and free from side effects common to many prescription drugs.

New Roots Herbal's **Cho-less-terin** offers a comprehensive approach to normalizing cholesterol levels. **Cho-less-terin** contains standardized extracts of guggul and red yeast rice that inhibit the production of harmful LDL cholesterol within the liver. Sterols and sterolins compete with LDL cholesterol for absorption sites within the intestines and disrupt the process that increases their solubility. The potent antioxidant effects of green tea extract protect cholesterol from oxidation, which in turn can contribute to atherosclerosis (hardening of the arteries). Oat fiber (22% *beta*-glucans) completes the formula by adding bulk within the intestines that binds to bile acids and stimulates further conversion of LDL cholesterol to bile acids for excretion.

Prescription Statin Drug Warning

The Food and Drug Administration (FDA) has ordered a labeling change for the entire class of statin drugs. The change will warn consumers that taking a statin can raise HbA_{1c} and blood sugar levels.^[1] The label change will also include information regarding possible cognitive side effects.

[1] <http://www.fda.gov/Drugs/DrugSafety/ucm293101.htm>

Perhaps additional warnings regarding numbness and tingling sensations in extremities will follow.

Survey Says...

A survey polled 793 cardiologists with predictably mixed reactions.^[2] Some physicians dismissed the issue stating the benefits clearly outweigh the potential side effects. Dr. George Honos (Centre Hospitalier de l'Université de Montréal) was quoted as saying his cardiac patients remain asymptomatic for many years with just a yearly visit to renew their prescription.

Have you ever heard of a patient being taken off statins by their doctor? Only time will tell how long-term use of prescription statins will benefit overall health.

On the other hand, Dr. Colin Rose of McGill University stated that statins are a moral hazard, as patients believe that as long as they take them they can overeat, gain weight, and increase their risk of diabetes. This doctor never prescribes statins as part of a primary prevention program.

Coronary heart disease is recognized as the #1 killer of both men and women in North America, but it seems as though the "honeymoon" may be over with prescription statins, the most prescribed class of drugs across the world.



1274-1275

[2] <http://www.theheart.org/article/1369779.do>



ArganOil

- Nourishes hair, nails and skin
- Prevents and reduces stretch marks



EXOTIC OILS *Collection*



GojiSeed Oil

- Reduces age/sun spots and freckles



SkinLovers Oil

- Deeply hydrates skin
- Improves skin elasticity



Seabuckthorn Seed Oil

- A natural sunscreen to prevent wrinkles
- Helps relieve dry skin



RosaMosqueta Seed Oil

- Reduces skin aging
- Reverses UV damage



TamanuOil

- Great for eczema
- Soothes cuts, scrapes, bites and stings



Edible

Seabuckthorn Fruit Oil

- Reduces cholesterol and fortifies the immune system

To download our brochure, please visit newrootsherbal.com/exoticoils

