



NaturalFacts

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



November 4th to December 31st, 2010

NPNs: Progress Report

**Product Suggestions
for Holiday Digestion**

**Manflu: Are men
the weaker gender?**

**Natural Solutions for
Seasonal Stress**



**Come visit our redesigned website!
www.newrootsherbal.com**



Alimentary,

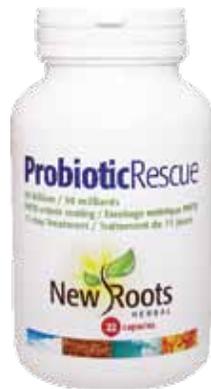
The phrase "Elementary, my dear Watson" was popularized in the Sherlock Holmes novels and films to explain the ease with which Mr. Holmes solved crimes. New Roots Herbal makes coping with the rich and often excessive holiday consumption of food, desserts, and drink easy.

From the moment our will power is challenged by the bowls of mixed nuts at around 600 calories per 100 grams, to the often rich hors d'œuvres (the average person samples one every ten minutes), our digestive systems can use a helping hand.

The protein- and dairy-rich diet that is typical of the holiday season is easily handled with a helping hand from the New Roots Herbal product line.

Intestinal Immune Therapy

Proactive **Preventive**



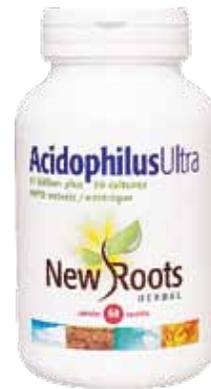
ProbioticRescue

22 caps. #1398

Each PH5D enteric coated capsule contains 50 billion live cells of 10 specially selected strains of probiotic bacteria for use in cases where a total reboot of the intestinal flora is necessary to restore

proper immune system function, effective nutrient absorption, and vitamin synthesis.

Probiotic Rescue can alleviate symptoms of IBS and traveler's diarrhea, along with being an excellent way to optimize immune system function heading into cold and flu season.



AcidophilusUltra

30 capsules #1270
60 capsules #4
120 capsules #495
250 capsules #940

Each special PH5D water-based enteric coated capsule contains 11 billion colony forming units of 10 scientifically proven probiotic

strains formulated to optimize proper intake of nutrients, promote vitamin synthesis, and stimulate immune system function.

Approximately 80% of immune system function originates within the intestines.

FiberUltra

Rich-Plantago+F.O.S.

PLANTAGO 200 g #165 • 340 g #166

Enriched psyllium husks formulated with prebiotics promote probiotic bacterial growth, absorb toxins, and reduce stagnation of fecal matter in the intestines to support the liver in detoxification.

Fiber Ultra Psyllium Husks is an excellent source of fiber for purifying and decontaminating the lining of the intestines. Psyllium is a bulk-forming laxative that's high in fiber and mucilage (a thick viscous substance that absorbs toxins).



The swelling of the psyllium husks within the intestines keeps the feces hydrated and soft to stimulate reflex contraction (peristalsis) of the walls of the bowels to promote regularity.

Enriched with hibiscus flowers, licorice root, cloves and stevia. F.O.S.—inulin extracted from chicory root is an excellent prebiotic to increase the Bifidobacteria population in the colon, which contributes to human health in many ways.



my dear Watson!



Stomach

90 caps. #1181

The stomach is one of the most abused organs of the human body. Meadowsweet, the main ingredient in the Stomach capsule, helps protect and soothe the mucous membranes of the stomach and intestines.

This product is especially beneficial to those prone to stress (stress triggers production of excess stomach acid), as well as people taking aspirin for pain management. It soothes the stomach, helps liver functions, stimulates good digestion, and reduces constipation.



Prebiotic Presence

Inulin is a prebiotic found naturally in several food sources such as onions, leeks, and garlic. The inulin in New Roots Herbal products is obtained from chicory root using a natural hot-water extraction method. Inulin is fermented in the large intestine by beneficial probiotic strains, to provide the necessary fuel for their growth. It's estimated that 80% of immune system function can be attributed to probiotic activity in the large intestine.

Plant Digestive Enzymes

30 capsules #1309 • 60 capsules #1310
120 capsules #1311

A broad spectrum approach to making the most of the food you eat. Plant Digestive Enzymes is formulated to supplement the four major types of digestive enzymes; *cellulase* to

help break down fiber, *amylase* to metabolize complex carbohydrates, *lipase* to assist in the digestion of fats, and *protease* as the name implies to break down proteins to amino acids.



Liver

45 capsules #210 • 90 capsules #206
180 capsules #859

Liver is a nutraceutical formula including milk thistle, alpha-lipoic acid and curcumin that detoxify and rebuild the liver and allow it to operate at peak performance to effectively rid the body of toxic residues from polluted work environment or city living. The accumulation of toxins in the skin can manifest itself with age spots, psoriasis, eczema, and an overall sallow or dull skin tone.



Milk Thistle

60 ml #634

Milk thistle seed extract has a long history of traditional use as a tonic for the support of liver function. The compound silymarin, responsible for the therapeutic benefits of this herb,

supports the production of bile and the regeneration of liver cells. *Milk Thistle is also useful for the treatment of gall bladder disorders, non-alcoholic fatty liver, and for the protection and detoxification of harmful chemicals and pollutants including alcohol and nicotine.*



Blood Sugar Balance

Stays d

Truly natural health products depend upon naturally- and ethically-sourced raw materials for their effectiveness. Environmental sustainability has prompted New Roots Herbal to reformulate Blood Sugar Balance. Dragon's blood (*Pterocarpus marsupium*) has been removed from the formula because of ethical sustainability concerns, in favour of increases in the therapeutic amounts of both cinnamon and banaba extract.

Pterocarpus marsupium is one of over 100 species of trees in the state of Madhya Pradesh, located in the heart of India, which is listed on the endangered list of plant species. *P. marsupium* is currently being revived with *in vitro* propagation, clonal multiplication, and carefully monitored plantlet transplantation.

Newly formulated Blood Sugar Balance boasts an additional 20 mg of banaba extract. Standardized to 1% corsolic acid, Banaba is commonly called "botanical insulin" in Southeast Asia for its positive effect on glucose metabolism.

The additional 80 mg of standardized extract of cinnamon in Blood Sugar Balance strengthens the positive effects it has on slowing down the passage of food from the stomach to the intestines that can reduce the "roller coaster" effect of large fluctuations in blood glucose levels. Studies conducted at the Beltsville Human Nutrition Center in Maryland have found that the active compound found in cinnamon, methyl hydroxychalcone polymer (MCHP), exerts additional benefits for those with type 2 diabetes: it stimulates insulin receptors and inhibits the enzyme that deters insulin receptivity.



60 capsules #1088
120 capsules #1086



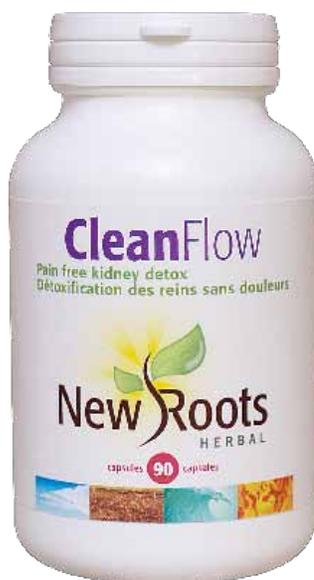
Pass the Cinnamon

Cinnamon has a long history of use as diverse as a key ingredient in Middle Eastern marinades, to a secret quantity used in an apple pie recipe or as a last second garnish for that special coffee during the holiday season.

The health benefits of cinnamon in blood glucose management are numerous. Cinnamon contributes to slowing down the passage of nutrients from the stomach to the intestines; this reduces the effect of spiked glucose levels and subsequent insulin release. Flavonoids called procyanidins found in cinnamon also mimic insulin to improve the cells' ability to respond to blood sugar, and to subsequently convert glucose to glycogen for use as fuel by the mitochondria (cellular power plant).

Additional benefits from cinnamon include: the prevention of unwanted clumping of platelets within the bloodstream, improvement of total blood cholesterol levels, and the exertion of antimicrobial activity.

The broad range of beneficial effects of cinnamon also include its scent, which is said to have positive effects on cognitive function, memory, drowsiness, irritability, and as a mood enhancer.



90 capsules #1079

CleanFlow

Clean Flow is formulated to maintain and promote optimum urinary tract function. It combines herbal diuretics (to cleanse the kidneys, bladder, and urethra), antibacterial agents (to control and prevent infections) and circulatory aids (to improve blood flow to the renal system to assist nutrient delivery and waste removal). Clean Flow provides advanced tissue protection for the kidneys, urethra, and bladder.

Clean Flow is a pain-free program that improves kidney function, promotes tissue healing, and strengthens immune system function.



Depending on the various sources available, there are approximately 2.5 million Canadians living with diabetes. The good news being that nine out of ten people with diabetes have Type 2 diabetes, a form that can be controlled with lifestyle changes that include regular exercise, **weight reduction**, and getting **adequate sleep**.

Type 1 diabetes is the condition where the pancreas produces little or no insulin, and insulin administered by injection is the most common form of treatment.

Type 2 diabetes can be a result of impaired production of insulin or ineffective use of insulin by the cells of the body. With the exception of age (being over 40), obesity is the most common risk factor contributing to type 2 diabetes. **Recent research at the University of British Columbia has determined that high levels of fat within the blood stream destroy insulin-producing cells in the pancreas.** Fat cells effectively reduce the carboxypeptidase E (CPE) protein within the pancreas, that is essential for the production of insulin. The additional factor in obesity-related type 2 diabetes is the cells' increased resistance to insulin. A study led in Melbourne, Australia, found that inflammatory cells in fat tissue cause them to become insulin resistant¹.

The lack of adequate sleep has also been identified as a risk factor for type 2 diabetes. Studies conducted on healthy men that included deliberate interruption of sleep patterns resulted in resistance to the production of insulin within three days. **Deep sleep is recognized—along with diet and exercise—for its importance in the management and possible prevention of the onset of type 2 diabetes.**

There also exists a relationship between the causes of type 2 diabetes. **The frequent need to urinate while sleeping** (nocturia), a common symptom of obesity-related type 2 diabetes, can contribute to a vicious cycle of sleep interruption that can further worsen this disease.

It's typical that Health Canada lists their first recommendation for those with type 2 diabetes as "Take your medication as prescribed".

New Roots Herbal has several products that can help get to the root of the various causes of type 2 diabetes before being hobbled with another pharmaceutical trap for a wellness challenge **that can be solved naturally with help from the following: Slimmer System, Sleep⁸, Blood Sugar Balance, Clean Flow.**



SlimmerSystem

Being overweight increases insulin resistance and contributes to the onset of type 2 diabetes. Slimmer System combines the most effective weight-loss nutrients available that work synergistically to help curb your appetite, burn fat and increase metabolism, lean muscle and energy. Slimmer System decreases appetite, thus decreasing energy consumption; and increases your body's metabolism, thus increasing

60 capsules #1212
120 capsules #1214
180 capsules #1215

energy consumption by your body.

Sleep⁸

Studies show that participants that slept only 5½ hours were 2½ fold more likely to develop type 2 diabetes than the control group that slept 8 hours. Sleep⁸ contains eight standardized extracts and cutting-edge nutraceuticals that work synergistically with a common goal: the perfect night's rest. San qi promotes the generation and maintenance of neurons within the cerebral cortex. A well-nourished brain can effectively resist stress that causes insomnia. Passionflower, hops, skullcap, chamomile, melatonin, catnip, and magnesium bisglycinate combine to support nervous system function, restore sleep patterns, and provide natural non-addictive, side-effect-free relief from stress-related insomnia.



20 capsules #1443
60 capsules #1403

¹ J. M. Wentworth, G. Naselli, W. A. Brown, L. Doyle, B. Phipson, G. K. Smyth, M. Wabitsch, P. E. O'Brien, L. C. Harrison. "Pro-Inflammatory CD11c+CD206+ Adipose Tissue Macrophages Are Associated With Insulin Resistance in Human Obesity". *Diabetes*, 2010; 59 (7): 1648

PRODUCT APPROVAL PROCEDURE

**The government
has again fooled
Canadians**



Explanation of Acronyms

NPN	Natural Product Number
NHPD	Natural Health Products Directorate
CHFA	Canadian Health Food Association
EN	Exemption Number

Remember the recurring scene of a comic strip character that attempts to kick a football only to have it pulled away at the last moment. The deception involved with the constant changing of the rules by our government concerning the approval of Natural Health Products is a destructive force that prevents consumer access to Canadian-made natural health products.

We have added a new member to our scientific team dedicated exclusively to navigating the roadblock-filled maze of regulations that govern our industry. Lee-Ann Jomphe has a degree in Biology from the Université du Québec à Montréal with a major in toxicology. Her scientific and administrative experience is proving to be a valuable asset in this frustrating obstructionist traffic jam fiasco called the NHPD (Health Canada).

New Roots Herbal has also contracted the services of NHP Consulting Inc., a firm specializing in the acquisition of NPNs. NHP Consulting is owned by Brian Wagner, a member of the CHFA Regulatory Affairs Council who played a prominent role in the development of the standards of evidence proposal that serves as a blueprint for the NHP Advisory Committee.

The rules of this game are constantly changing; the government agrees with us and then does nothing, or does the opposite, or even backtracks. This process repeats itself *ad nauseam*.

*Prices below are valid
November 4th to December 31st, 2010*

CODE	PRODUCT	SIZE	REG.	DISCOUNT	SPECIAL
1270 4 495 940	Acidophilus Ultra	30 capsules 60 capsules 120 capsules 250 capsules	9.39 17.88 33.22 62.03	MIX & MATCH 15% ongoing 15% ongoing 15% ongoing 15% ongoing MIX & MATCH	7.98 15.20 28.24 52.73
1088 1086	Blood Sugar Balance	60 capsules 120 capsules	31.29 59.29	25% ongoing 25% ongoing	23.47 44.47
514 1198 341 732	Body Muscle Lotion	30 ml 125 ml 250 ml 500 ml	2.32 7.45 13.52 24.38	20% 20% 20% 20%	1.86 5.96 10.82 19.50
1163 1277	Chill Pills	30 capsules 60 capsules	23.37 42.07	50% ongoing 50% ongoing	11.69 21.04
1079	Clean Flow	90 capsules	35.51	30%	24.86
294 1286	D-Ribose	100 g 250 g	17.20 39.66	50% ongoing 50% ongoing	8.60 19.83
209 937	Energy	45 capsules 90 capsules	10.51 19.00	20% 20%	8.41 15.20
165 166	Fiber Ultra Rich Plantago	200 g 340 g	10.13 15.98	15% 15%	8.61 13.58
156 85 396	Fiber Ultra Rich Psyllium Husks	200 g 340 g 100 capsules	8.86 14.48 12.30	15% 15% 15%	7.53 12.31 10.46
988	Healthy Fibre	250 g	9.17	25%	6.88
1256 1244 1245 1257	Infla-Heal Plus	30 tablets 90 tablets 180 tablets 360 tablets	8.45 22.17 44.17 77.39	15% 15% 15% 15%	7.18 18.84 34.99 65.78
210 206 859	Liver (Milk Thistle)	45 capsules 90 capsules 180 capsules	12.85 24.77 47.11	15% ongoing 15% ongoing 15% ongoing	10.92 21.05 40.04
1390	Magnesium Bisglycinate	120 capsules	19.16	20% ongoing	15.33
634	Milk Thistle Seed (Organic)	60 ml	7.71	15%	6.55
1235 963 964	Multi-Max	60 capsules 120 capsules 240 capsules	9.06 17.25 32.37	20% ongoing 20% ongoing 20% ongoing	7.25 13.80 25.90

NEW ADVANCED FORMULA

BONE MINERAL DENSITY to strength

New Roots Herbal developed Strong Bones to stimulate bone growth and repair, and prevent the onset of osteoporosis. **Osteoporosis is a symptomless disease that threatens the quality of life for a rapidly ageing world population.**

frequently follows an often debilitating maintenance of a strong skeletal system and promote overall wellbeing.

Bones are organs with a multitude of metabolic tasks in addition to providing the framework for muscle attachment, a pathway for the spinal cord, along with protection for the brain and major organ systems. **The diagnosis of osteoporosis**

Ongoing research with bone health has led to a new advanced formula for STRO... medicinals and a more effective form of...

NEW and IMPROVED STRONG BONES

New advanced formula Strong Bones contains more **boron** to better initiate bone regeneration.

Strong Bones now features the more biologically active form of **vitamin K2** as menaquinone 4 (MK-4) and menaquinone 7 (MK-7).

Clinical trials at the University Hospital in Maastricht, Holland, show vitamin K2 is superior to vitamin K1 for promoting markers of bone health and providing metabolic pathways for bone tissue formation.

MK-4 and MK-7 are bioavailable forms of vitamin K essential for **bone building and the prevention of bone loss**. These forms of vitamin K also act as cofactors in the formation of bone collagen that improves the elasticity of bones to increase resistance to fracture upon impact.

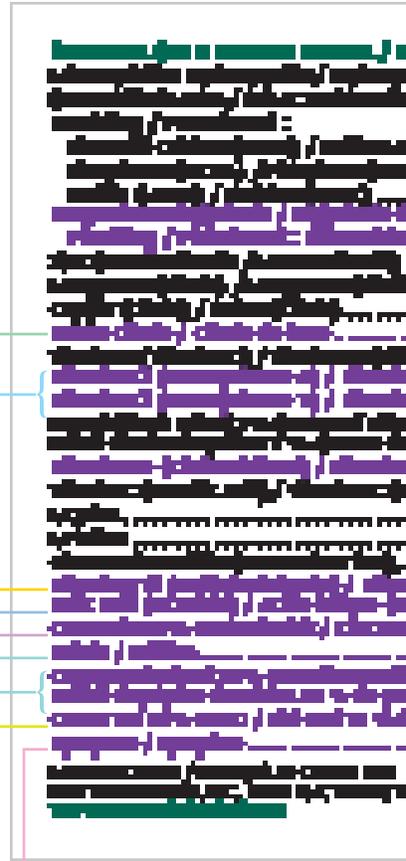
Vitamin B12 deficiency has been identified as a modifiable risk factor in a study involving 2576 adults involving **bone mineral density**. The Framingham Osteoporosis Study measured mineral density at critical points at the hip and spine of participants.

Folic acid (as folate), taken in unison with B12, has been proven to decrease levels of the naturally occurring amino acid homocysteine. **Homocysteine** is necessary to produce proteins; however, excess levels can contribute to the onset of several diseases including diabetes, coronary heart disease and **osteoporosis**. Studies published in the *New England Journal of Medicine* have led to believe that elevated homocysteine levels can be added to the list of risk factors for osteoporosis.

Strong Bones has the added benefits of **Curcumin** (95% curcuminoids). Clinical trials have revealed isolates of curcumin promote increases in both **bone density and strength**.

Lutein is a carotenoid that has been identified as being deficient in studies involving women with several forms of **osteoporosis**.

Grapeseed proanthocyanidin has been shown to improve **bone density** in clinical trials.



FORMULA StrongBones *increases* strengthens the entire **SKELETAL SYSTEM**

preventing fracture. The development and maintenance of bone mineral density can prevent the onset of osteoporosis

the production and maintenance of bone mineral density essential for skeletal strength.

science driven New Roots Herbal to develop STRONG BONES, featuring several new ingredients including vitamin K. STRONG BONES supports

The specialized extracts, vitamins and nutraceuticals in STRONG BONES also promote the function of the bones as organs in the production of red and white blood cells, storage and selective release of minerals to maintain critical blood serum levels, and the maintenance of a reservoir of specialized fat cells for energy storage.

Green tea extract 75% EGCG extends the broad spectrum of benefits for Strong Bones. Studies have shown a correlation between **higher bone density and green tea consumption** in women between the ages of 65 and 76.

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Lycopene extract contains phytochemicals that protect bone producing cells (osteoblasts) from oxidative stress. This promotes the **accumulation of bone mineral density**.

StrongBones
Skeletal repair & bone growth
Redresse l'ossature & croissance des os

NEW ADVANCED FORMULA **NOUVELLE FORMULE AVANCÉE**

New Roots
HERBAL

90 capsules



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CODE	PRODUCT	SIZE	REG.	DISCOUNT	SPECIAL
1236 225 253	Multi-Max Immune	60 capsules 120 capsules 240 capsules	26.65 47.97 91.57	60% 60% 60%	10.66 19.19 36.63
876 877	Omega 3/6/9 Wild Organic	90 softgels 180 softgels	15.59 29.62	20% 20%	12.47 23.70
1426 1410	Passion Flower	50 ml 95 ml	5.75 9.95	10% 10%	5.18 8.96
1309 1310 1311	Plant Digestive Enzymes 375 mg	30 capsules 60 capsules 120 capsules	10.12 19.13 35.42	30% ongoing 30% ongoing 30% ongoing	7.08 13.39 24.79
1204 1145	Prevent	30 capsules 60 capsules	21.84 41.57	15% ongoing 15% ongoing	18.56 35.33
1305	Prevent44	60 capsules	41.57	15% ongoing	35.33
1398	Probiotic Rescue 50 billion	22 capsules	25.26	42% ongoing	14.65
1443 1403	Sleep8	20 capsules 60 capsules	5.88 16.00	20% ongoing 20% ongoing	4.70 12.80
1212 1214 1215	Slimmer System	60 capsules 120 capsules 180 capsules	22.38 41.01 58.27	33% ongoing 33% ongoing 33% ongoing	14.99 27.48 39.04
1181	Stomach	90 capsules	14.81	15%	12.59
1284 1229 1231 1030	Vitamin C8	45 capsules 90 capsules 180 capsules 250 g	7.62 14.34 26.57 25.34	25% ongoing 25% ongoing 25% ongoing 25% ongoing	5.72 10.76 19.93 19.01
1441	Vitamin D3	180 capsules	8.40	30%	5.88
1000 1001 1002	Wild Omega 3 EPA 180 mg · DHA 120 mg	60 softgels 120 softgels 180 softgels	7.34 14.26 20.33	30% 30% 30%	5.14 9.98 14.23
1253 1280	Wild Omega 3 EPA 660 mg · DHA 330 mg	60 softgels 120 softgels	14.53 26.62	25% 25%	10.90 19.97
1233 1255 1476	Wild Oregano C93	15 ml 30 ml 50 ml	12.20 21.53 33.74	50% ongoing 50% ongoing 50% ongoing	6.10 10.77 16.87

Fibre FACTS

The importance of dietary fibre intake has been firmly linked to overall health in the last several years. The recommended daily intake hovers around 25 grams per day for women, and approximately 20% more for men (30 g) as the amounts vary directly with caloric requirements.

The average fibre intake—whether adequate or not—contains approximately 75% insoluble fibre from whole wheat products, seeds, and nuts. The remaining 25% is in the form of soluble fibre commonly found in psyllium husks, flax, barley, and inulin.

Inulin: A polysaccharide found in onions, garlic, and chicory.

Despite the fact that soluble fibres are in lesser demand, their importance as fuel for probiotic growth and immune system function is well established. Soluble fibres benefit cholesterol levels as they bind to LDL-cholesterol in the intestines to prevent their assimilation into the blood stream. Soluble fibres also prolong the passage of stomach contents to regulate the digestion process and prevent the “roller coaster effect” of rapidly fluctuating glucose levels and subsequent insulin production.



Look for the newly rebranded Healthy Fibre (formerly F.O.S. Inulin) as an ally in immune system function, cardiovascular health, and as a means to control the symptoms of both type 1 and type 2 diabetes.

Muscle Memory



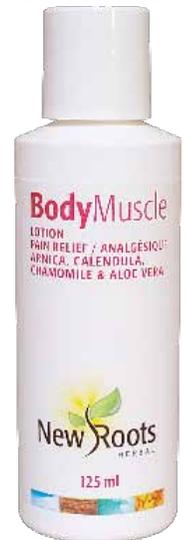
The winter season is upon us, and it can often represent a new series of physiological challenges. Those of us that play hockey, cross-country or alpine ski, snowshoe, or curl rekindle a muscle group that may have been on the shelf for a few months.

“Muscle memory,” the motor tasks that we’ve long ago committed to memory such as tackling an uphill cross country ski trail or unleashing a slap shot, are the easy parts of getting back into form for winter fun and games.

The “muscle memory” that New Roots Herbal can help with is putting the memory of the pain and inflammation that comes with picking up an old sport or activity behind you. We’ve got your back, both inside and out.

Body Muscle Lotion (pain relief) is a spaquality lotion that contains no less than 14 ingredients to help sore muscles break free of pain, stop muscle spasms, and accelerate the healing process.

Infla-Heal Plus is formulated with a combination of proteolytic and anti-inflammatory enzymes for the treatment of chronic and acute inflammation. Infla-Heal Plus also contains the proteolytic enzyme serratiopeptidase that speeds up the elimination and breakdown of cellular debris from sites of acute injury or inflammation, for faster healing and to alleviate pain.



30 ml #514
125 ml #1198
250 ml #341
500 ml #732

30 tablets #1256
90 tablets #1244
180 tablets #1245
360 tablets #1257





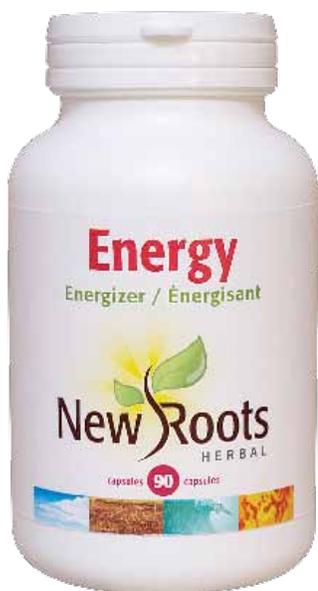
Sofa Surfers

The leaves are raked, the firewood is stacked, the eavestroughs are cleaned and the patio furniture is put away. You have new long-life batteries in the remote and a new printed polar fleece throw for your sofa. It's time to relax during the waning daylight hours and enjoy the exciting fall schedule of reality shows and professional sports on the big flat-screen TV...

Not So Fast!!!

There's a lot to do yet: put up the Christmas lights, go for some long brisk walks, and get your body in tune for the demands of winter activities that may include skiing, snowshoeing, curling, or merely coping with the demands of winter such as shoveling the driveway. Staying in shape to look great during your winter vacation at a tropical destination may be motivation enough to give the sofa a breather.

New Roots Herbal has a few products that can help couch potatoes from developing root systems.



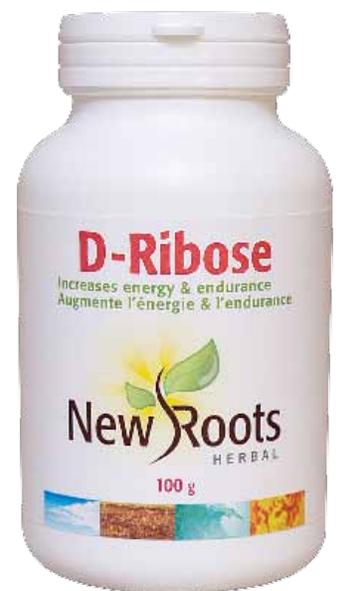
45 caps. #209 • 90 caps. #937

Energy

Energy boasts seven ingredients selected to promote energy and increase stamina that include royal jelly, bee pollen, astragalus, licorice root, suma root, red Panax ginseng, and Siberian ginseng.

D-Ribose

D-Ribose will help you meet your energy demands with the simple five-carbon sugar critical for the production of ATP, the energy currency for all living cells within the human body. Studies have shown D-Ribose supplementation can help us meet our energy requirements and speed up recovery rates following energy depletion.



100 g #294 • 250 g #1286

Omega-3s & SAD Stats

The acknowledgement that you may have seasonal affective disorder (SAD) and the decision to try an omega-3 supplement can set into motion a series of beneficial side effects. Not “caving to the craving” for excess carbohydrates that is often synonymous with a dreary and cold winter evening, and reaping the benefits of lower cholesterol levels are among them.

SAD is a form of seasonal depression associated with the decrease in daylight hours during the winter months. Observations in recent years between the correlation of a lower incidence of SAD in countries such as Iceland and Japan, with their diet rich in fish consumption (omega-3 fatty acids), have given hope for those afflicted that they don't have to move south or forever blame their ancestry for their affliction.

The benefits of vitamin D₃ supplementation and sunshine are well documented; however, the positive effects on mood-enhancing serotonin levels that result from omega-3 consumption include improving hypothalamic functions that control the sensation of feeling full. Simply put, your brain is better able to signal your body to stop eating. Keeping unnecessary consumption of excess carbohydrates in check can help prevent putting on that “winter coat” of an extra 10 pounds or so that can negatively affect self image and overall health.

Compare the 225 pounds of fish per year that an average person in Iceland consumes to the 51 pounds that the average Canadian consumes year round... Consumption of a potent omega-3-rich fish oil supplement is an easy and convenient alternative to trying to eat another 174 pounds of fish.

The hypothalamus is a small part of the brain that controls body temperature, hunger, thirst, and sleep cycles.

WildOmega 3
EPA 660 mg DHA 330 mg
30 softgels #1287
60 softgels #1253
120 softgels #1280

Omega3/6/9
90 softgels #876
180 softgels #877

WildOmega 3
18% EPA 12% DHA
60 softgels #1000
120 softgels #1001
180 softgels #1002



man·flu

There is considerable attention being paid to the latest gender-specific illness to affect our species, manflu (also spelled man flu). Mainstream media has long ridiculed men for embellishing the common cold into a life-threatening illness. There are even Internet sites that offer support for men

afflicted with manflu, and how women can spot the symptoms and address them accordingly. Some of the more humorous comments regarding manflu is that when asked to breakdown symptoms, a man will simply say "it hurts everywhere," or if any attempt at empathizing that you once had a similar ailment he may respond that his ailment is "way worse," or "not like mine."

There is some evidence, however, that men are indeed the weaker species from an immunological perspective. Recent research conducted at McGill University involved introducing the human gene *CASP12* into a population of male and female laboratory mice. This gene controls production of the caspase 12 enzyme that inhibits inflammatory immune response. Following infection with the *Listeria* bacteria, female mice were less prone to infection than male mice. It was determined that estrogen was the "smoking gun" that attached to and neutralized the *CASP12* gene to permit a full immunological response.

This does not suggest that men run out and get female hormone supplementation; however, it does expose a possible need for additional immune-enhancing measures that may be necessary for post-menopausal women as lower estrogen levels weaken their immune system.

Also available in powdered form, **Vitamin C⁸** is among the most comprehensive vitamin and mineral supplements available to Canadian consumers.

Each capsule of **Prevent** harnesses antioxidant power equivalent to the power of 44 cups of green tea, formulated with 7 additional standardized extracts and specific nutrients that target disease prevention.

WildOregano C93 contains a carvacrol content of 93% of volatile oils to fortify your immune system during cold and flu season, blended with certified organic extra virgin olive oil for a smooth taste that packs a punch.

Multi-MaxImmune contains 54 ingredients that include vitamins, minerals, amino acids, and nutraceuticals to increase energy, improve digestion, promote mental acuity, and enhance immune system function.

Multi-Max is a broad-spectrum deluxe multivitamin formulated with minerals and nutraceuticals to improve overall health, strengthen immune system function, and help meet occasional dietary shortcomings of critical micronutrients.

45 capsules #1284
90 capsules #1229
180 capsules #1231
250 g #1030

30 capsules #1204
60 capsules #1145

15 ml #1233
30 ml #1255
50 ml #1476

60 capsules #1236
120 capsules #225
240 capsules #253

60 capsules #1235
120 capsules #963
240 capsules #964



Seasonal Stress

Stress is unfortunately as much a part of the holiday season as the celebration itself. There are plenty of useful stress survival tips available in lifestyle magazines and on the Internet. Common themes for coping with the holidays include not worrying about things out of your control, delegating responsibility, cutting back on alcohol and caffeine consumption, learning to relax and schedule time for yourself to relax and rejuvenate, and getting adequate rest.

New Roots Herbal has a few product suggestions to promote holiday happiness for all:

PassionFlower — A study published in the *Journal of Clinical Pharmacy and Therapeutics* showed that passionflower is as effective as pharmaceutical sedatives for coping with stress and anxiety without their often dangerous side effects and risk of addiction. Flavonoid-rich passionflower also inhibits the production of adrenal steroids that promote the growth of belly fat.

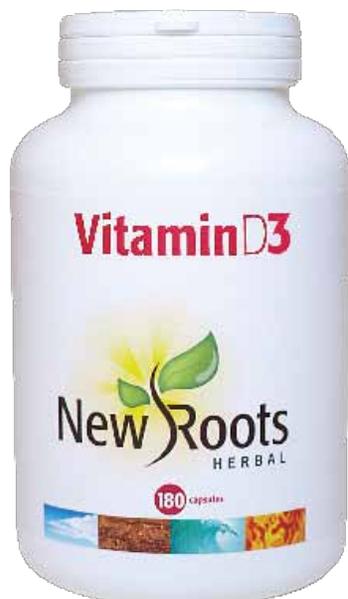
ChillPills are formulated with 26 vitamins, minerals, standardized extracts, and special nutrients to support the mind and body to help cope with the additional demands and stressors that the holiday season brings.

MagnesiumBisglycinate is a highly bioavailable form of the critical micronutrient within the myelin sheathes that insulate nerve fibers and promote effective nervous system function along with the ability to handle seasonal stress.

50 ml #1426
95 ml #1410

30 capsules #1163
60 capsules #1277

120 capsules #1398



180 capsules #1441

New Product

New Roots Herbal has responded to consumer demand with the addition of Vitamin D₃ (cholecalciferol) to our product line. Vitamin D₃ is the biologically active form of vitamin D that is synthesized with exposure to sunlight. Vitamin D₃ is a critical nutrient for the growth and maintenance of a healthy skeletal system. Vitamin D₃ also plays a role in maintaining the narrow range of blood calcium levels necessary for effective nervous system function. Deficiencies of this vitamin have been identified in clinical studies as a contributing factor in cases of type 2 diabetes regarding both insulin secretion and sensitivity.

The importance of vitamin D₃ for overall health that include blood pressure regulation, immune system function, and mental health (seasonal affective disorder) make year-round or seasonal supplementation a potential addition to any wellness regimen.

Each capsule contains 1000 IU of the biologically active form vitamin D₃ (cholecalciferol). Do not rely upon vitamin D-enriched food to meet daily requirements as they may contain the less active and less beneficial form known as vitamin D₂.

FALLING ASLEEP SHOULDN'T BE COMPLICATED...

Simplify Slumber With Sleep⁸

The brakes are as important as the accelerator. With the fast paced life styles we lead, many of us can't simply slam on the brakes and fall asleep at day's end as if it were another task to complete in our stress packed personal life and work agenda.

Sleep⁸ contains standardized extracts and isolates of specialized ingredients that target the variables critical to getting sufficient restorative rest for the body and mind.



20 capsules #1443
60 capsules #1403

EIGHT INGREDIENTS, ONE OBJECTIVE

PASSIONFLOWER EXTRACT 3.5% ISOVITEXIN

Passionflower supports the production of GABA (gamma-aminobutyric acid), an important inhibitory neurotransmitter that reduces the anxiety that can lead to insomnia.

HOPS EXTRACT 5% FLAVONES

Natural compounds found in hops exert relaxing effects similar to benzodiazepines (found in Valium) free of the risks of addiction.

SKULLCAP 30% FLAVONOIDS

The active ingredients in this native North American perennial effective in the treatment of anxiety and insomnia include the flavonoids apigenin, hispidulin, luteolin, and scutellarin, along with the volatile oils limonene, and terpenol.

CHAMOMILE 9% FLAVONOIDS

Chamomile has a centuries-old history of use for relief from restlessness, anxiety, tension, and muscle spasms. The benefits of chamomile are due to volatile oils containing alpha-bisabolol and their oxides, together with the flavonoids apigenin, luteolin, and quercetin.

SAN QI

Isolates in San Qi generate and maintain neurons within the cerebral cortex to strengthen the brains resistance to stressors that contribute to anxiety and insomnia.

MELATONIN

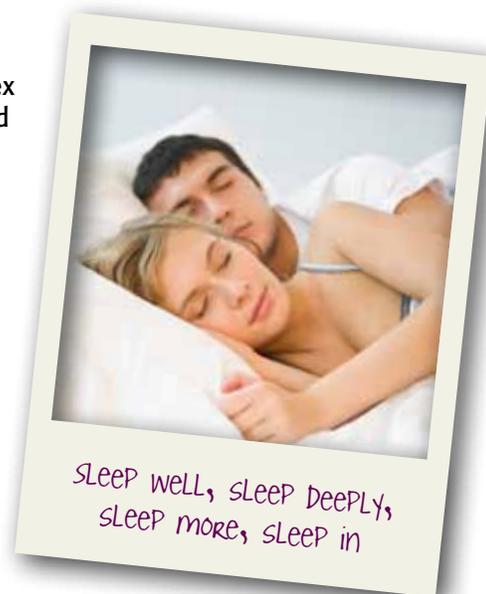
Melatonin production diminishes as we age, Sleep⁸ contains 500 mcg to support the circadian rhythm (sleep pattern) that regulates when we fall asleep and how long we sleep.

CATNIP

The compound nepetalactone found in catnip drives cats crazy, yet it calms the human nervous system.

MAGNESIUM BISGLYCINATE

It's estimated that over 50% of North Americans are magnesium deficient. Deficiencies of this mineral can contribute to anxiety, insomnia and hyperactivity. Magnesium bisglycinate is the most bioavailable form of this mineral.



Please Note!

Between November 15, 2010 and April 1st, 2011, we will not be shipping any of the following liquid products, to keep them from freezing:

- Bentonite White
- Calcium
- Chlorophyll
- Calcium (Coral)
- Magnesium
- Morning Life

In order for you to stock up with a 4-month supply, we are offering a 120-day credit on these products.

Please note that we will be open on November 11 (Remembrance Day).

Our Holiday schedule is as follows:

December 23, 2010 – We close at 02:00PM EST
January 3, 2011 – We open at 09:00AM EST

All texts researched & written by Gord Raza, B.Sc.

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