



# Natural Facts

New Product Announcements, Articles, Recipes, and Information

September-October 2014



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Distributed in Finer Health Food Stores



# Health Advice

by Philip Rouchotas, MSc, ND and Heidi Fritz, MA, ND



## BACK TO SCHOOL

By now, parents and kids have settled back into the routine of the new school year. Specific nutritional agents have been shown to help boost kids' cognitive function, and may help optimize behaviour and performance at school. Natural health products that fall into this category are eicosapentanoic acid (EPA) derived from fish oil, vitamin D, and a good multivitamin.

Eicosapentanoic acid is a long-chain polyunsaturated fatty acid with an omega-3 structure, and possesses unique anti-inflammatory, mood-regulating, and cognitive effects.<sup>[1, 2]</sup> EPA has consistently been shown, in many studies, to dramatically improve childhood ADHD <sup>[2, 3]</sup> as well as other psychiatric conditions.<sup>[4, 5]</sup> For instance, supplementation with EPA has been shown to improve oppositional

behaviour as well as teacher-rated scores of behaviour.<sup>[2]</sup> Another study found improvements in verbal learning ability and memory in children given an omega-3 enriched food.<sup>[6]</sup> In a 2011 meta-analysis including ten randomized trials on the topic, authors concluded that

**omega-3 fatty acids were not only effective for the treatment of ADHD, but that the degree of effectiveness was directly correlated with the dose of EPA taken.<sup>[3]</sup>**

Children and teenagers who receive EPA for prevention and/or treatment of mood or behavioural concerns may also benefit in the long term through avoidance of mood-altering or stimulant medications.

EPA also appears to have beneficial effects on neurocognitive function as well. A recent study in young people compared the effects of an EPA-enriched supplement to that of a DHA-enriched supplement.



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### CHFA East

We invite stores to meet us at CHFA East at booth #717 and #817. There will be great samples and seminars available.

After only 30 days, the study found that the EPA supplement resulted in better cognitive performance, such that “participants’ brains worked ‘less hard’ and achieved a better cognitive performance than prior to supplementation”.<sup>[5]</sup>

**When administered to school-aged children and adults, docosahexanoic acid (DHA) has generally failed to achieve such outcomes.**<sup>[3, 4, 5]</sup> Therefore, while DHA is most critical in utero and in the first two years of life,<sup>[7]</sup> thereafter EPA appears to be the more important omega-3 for brain health.<sup>[1, 2]</sup>

For this reason, it is most appropriate to supplement children over the age of 2 with an oil which is richer in EPA than in DHA.

Vitamin D is an emerging nutrient that is known to be important for mood and cognitive function in adults.<sup>[8]</sup> Newer studies have now demonstrated an association between low vitamin D levels in children and risk of having ADHD. In one study, children with ADHD had vitamin D levels of 50 nmol/L, well below the target of 75, while healthy, matched children had levels at 85.<sup>[9]</sup>

A good-quality multivitamin is also important in maintaining healthy brain function in children.

Nutrients such as B vitamins are important in energy metabolism as well as metabolism of neurotransmitters in the brain, and micronutrient supplementation has been shown to help improve symptoms of ADHD as well.<sup>[10]</sup>

Together, these three nutrition-based strategies have an extremely high safety profile and may help improve outcomes ranging from behaviour and attention to memory and cognitive function in school-aged children.



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# Energy, Stamina, and Immunity

## Catch Me if You Can



1233-1255-1476

The simple phrase “catch a cold” implies you were actively seeking several days of misery and discomfort in your life. In reality, the most common cold virus is picked up casually from a doorknob, computer mouse, or from being caught in the crosshairs of an ill-timed sneeze.

Therapeutic applications for **WildOregano C93** span from topical use for foot fungus (athlete’s foot) to a laundry sanitizer to combat bacteria and parasites; however, the most common use is for the

prevention and treatment of the common cold. At the first sign of a cold (itchy throat or snuffle), take several drops under the tongue a few times daily; up to 25 drops per day for an adult will stop a cold dead in its tracks. Or better yet: you and your family can take a few drops each morning before heading back to crowded classrooms and climate-controlled work settings this fall.

**WildOregano C93** is what to take to leave nagging colds deep in your wake.

## Finish Strong with Vitamin C<sup>8</sup>



1686

The importance of minerals, electrolytes, and critical nutrients becomes evident when we experience a shortage. The popularity of sports performance beverages that promote electrolyte replenishment for elite and recreational athletes alike is proof enough.

However, for those looking for a balanced source of vitamins, minerals, and nutrients crucial for energy, stamina, and immunity, New Roots Herbal’s **Vitamin C<sup>8</sup>** delivers the goods.

**Vitamin C<sup>8</sup>** features 8 forms of vitamin C, with seven trace minerals and electrolytes in highly bioavailable, stomach-friendly, buffered forms. The mineral ascorbates in **Vitamin C<sup>8</sup>** are the form produced by animals that synthesize their own vitamin C, which the body

easily recognizes for immediate use. They serve as the catalyst for hundreds of enzymatic reactions, and help replenish energy levels following exercise and exertion.

Our formula also boasts a roster of potent antioxidants that include quercetin; rutin; hesperidin; resveratrol; grape seed extract; and cranberry 107x, bilberry and multiberry extracts. A potent green tea extract (75% EGCG) further amplifies its antioxidant potential and increases overall metabolism. Our formula also features naturally sourced bromelain and papain, which maximize assimilation of proteins; bromelain also helps reduce inflammation that contributes to joint pain and stiffness.

New Roots Herbal’s **Vitamin C<sup>8</sup>** is the complete formula that will help you maintain strength and stamina to reach your personal finish line.

# Matcha Green Tea

New  
Product

## Shade-Grown and Stone-Ground Coming Soon!



1874-1907

\*The label might be subject to change.

**Matcha Green Tea** comes from the same plant (*Camellia sinensis*) as regular green tea. However, the similarity ends there with the complexity of the time-honoured process for matcha compared to the simple drying and brewing of traditional green tea.

Sourced from the young, tender tips of the first tea harvest, **Matcha Green Tea's** journey from leaf to powder is a slow and meticulous process that first requires drying and steaming the entire leaf, and then removing the spine of the leaf to expose the sweet, meaty part ("tencha"). Next, the tencha is ground to a very fine, bright-green powder and kept tightly sealed to prevent oxidation. Unlike leaf tea, matcha is unfermented and never roasted or pan-fried.

**Matcha Green Tea contains as many antioxidants, minerals, and nutrients as up to 10 cups of green tea, making it a supertea of sorts.** Antioxidants are vital nutrients that scavenge free radicals that damage our bodies' cells and tissues, leading to premature aging and illness. Matcha has three times the catechins of green tea, and 60% of those come from EGCG (epigallocatechin gallate), which is credited with chemoprotective and antitumour properties.

Antioxidants also prevent inflammation and collagen damage in the skin, and help preserve the skin's suppleness and vitality. A joint study by the USDA Agricultural Research Service and Tufts University measured the ORAC (oxygen radical absorbance capacity) rating of a number of different foods, running scientifically

controlled experiments to objectively analyze each food's antioxidant levels. Matcha topped the scale with a much higher value on the ORAC scale than any other antioxidant powerhouses such as blueberries and pomegranates.

A teaspoon (2 g) of matcha contains approximately 70 mg of caffeine, compared to the 80 mg found in 8 oz. of Canada's favourite coffee. However, the caffeine in matcha bonds with its many nutrients for a sustained release into the bloodstream.

**Matcha Green Tea is also rich in the amino acid L-theanine, a unique mood enhancer that relaxes the mind and sharpens concentration at the same time. The synergy between matcha's amino acids and gentle form of caffeine create a sense of serenity and awareness, treasured by Buddhist monks and samurai warriors alike.**

**Matcha Green Tea's** many benefits include harnessing the body's stored fat to improve physical endurance for increased strength and stamina. Studies have also shown matcha's beneficial effects on body fat composition and blood glucose levels, making it a promising therapeutic tool for weight management and type II diabetes. The antioxidant power of matcha can also play a role in cardiovascular health through inhibition of plaque formation (atherosclerosis).

**Matcha Green Tea is one of the most potent and pure sources of EGCG antioxidants, L-theanine, and chlorophyll. As delicious as it is nutritious, Matcha Green Tea is sure to be an important addition to your daily health-care routine.**





## Nutrients to Support Eye Health

Teachers and students alike appreciate the importance of good vision. For office workers, staring at a computer all day leads to considerable eye strain as well. Fortunately, there are herb- and nutrient-based strategies to help maintain healthy vision. These are of special relevance to anyone with or at risk of degenerative eye disease, such as people over the age of 50 (age-related macular degeneration) and those with diabetes mellitus (diabetic retinopathy).



In these age-related and diabetic complications, there is dysfunction of the small blood vessels in the retina and oxidative damage. Over time, this leads to gradually distorted vision and, potentially, to blindness.<sup>[1]</sup> The small blood vessels may “overgrow” into the retina, or they may become “leaky”.<sup>[1, 2]</sup> Several key nutritional agents have been shown to help protect the retina from this type of damage: these include lutein, zeaxanthin, zinc, omega-3

fatty acids, as well as the antioxidants found in blueberries.<sup>[3, 4]</sup> Ginkgo is an herb that has also been found to help improve eye health.<sup>[5]</sup>

The LUTEGA study recently found that a nutritional supplement providing a combination of lutein, zeaxanthin, omega-3 fatty acids, and other antioxidants resulted in significant improvements in the density of pigment in the area of the retina called the “macula”;

this is also known as macular pigment optical density (MPOD).<sup>[3]</sup> This is important, because the role of macular pigment is to protect the sensitive retinal cells from oxidative damage, including exposure to UV light. In the study, patients with age-related macular degeneration were treated with 10 mg of lutein, 1 mg of zeaxanthin, and a small dose of omega-3 fatty acids (130 mg), one to two times per day for one year. At the end of one year, MPOD increased in the treatment group, but decreased significantly in the placebo group.<sup>[3]</sup>

Another study, the CLEAR study, found that furthermore, in addition to increasing macular pigment and protecting against oxidative damage, supplementation with lutein can actually prevent vision loss.<sup>[5]</sup>



Over a one-year period, during which patients with age-related macular degeneration were supplemented with lutein, those given the supplement experienced no loss in their visual acuity. On the other hand, those given placebo had a significant decrease in their vision.<sup>[5]</sup>

Another research has demonstrated associations between higher levels of eicosapentanoic acid (EPA) in the blood and decreased risk of a more serious type of macular degeneration.<sup>[6]</sup> This type of degeneration is called neovascular macular degeneration, where there is overgrowth of small blood vessels in the retina. In this study, those subjects with the highest EPA blood levels had a 75% lower odd of having age-related macular degeneration.<sup>[6]</sup>

Last, ginkgo has beneficial effects on the blood vessels of the eye, as well as antioxidant effects. In patients with normal tension glaucoma, supplementation with ginkgo has been shown to significantly improve blood flow to the eye, compared with placebo.<sup>[7]</sup> Another study found improvements in visual function associated with ginkgo in children and adolescents with long-standing type I diabetes after only three months.<sup>[8]</sup> Finally, a study in patients with age-related macular degeneration found that among those taking 240 mg of standardized ginkgo extract, there was a marked improvement in visual acuity compared to patients taking a low dose of 60 mg per day; this was after a period of six months.<sup>[9]</sup>

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# Happiness:

## THE HIGHEST FORM OF HEALTH

From **Naturopathic Currents**

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### INTRODUCTION

Thomas Jefferson once said: “Our greatest happiness does not depend on the condition of life in which chance has placed us, but is always the result of a good conscience, good health, occupation, and freedom in all just pursuits”. More recently, the Dalai Lama has described happiness as “the highest form of health”, and Leigh Hunt has stated: “The groundwork for all happiness is health”.

A branch of science that studies the effects of happiness on health, and vice versa, has been dubbed “Positive Psychology”, defined by one of its originators, Martin Seligman, like this:

**“The aim of Positive Psychology is to catalyze a change in psychology from a preoccupation only with repairing the worst things in life to also building the best qualities in life.”**

Psychological resilience is the ability to use positive emotions to

cope with and recover from negative events. Positive Psychology looks at the effects of psychological resilience on health and considers whether resilience can be cultivated. Resilience was first identified as a factor in health by Norman Garmezy in 1973. He looked at those who become ill contrasted with those who do not to understand why there is a difference.

### RESILIENCE

Positive Psychology looks at the effects of psychological resilience, the ability to use positive emotions to cope with and recover from negative events on health and the means by which it can be cultivated.

People are considered to be resilient when they demonstrate one or more of the following:

- a better-than-predicted outcome despite high-risk status;
- the capacity to function well under stress;
- recovery from trauma; and
- the ability to use the experiences gained when facing challenges to improve their handling of future hardships.

It also seems that people who are resilient are more likely to be happy. “Happiness” in this context is defined as the regular experience of positive emotions such as joy, contentment, engagement, and pride.

Studies have found that resilient people will have at least some of these attributes:

- effective and healthy coping behaviours in response to stress;
- good problem-solving skills;
- ability and willingness to seek help;
- belief that you are able to manage your feelings and cope;
- social support and feelings of being connected with others, such as family or friends;
- willingness to self-disclose the trauma or problem to others;
- spirituality;
- identifying as a survivor, not a victim;
- willingness to help others; and
- capacity to find positive meaning in the trauma

## MIND-BODY MEDICINE

Studies on the nature of resiliency in the field of Positive Psychology have held great relevance for application in the area of mind-body medicine, as well as for specific conditions. Using mind-body interventions such as triggering the relaxation response has been shown to help build resiliency and positively impact conditions such as depression, anxiety, chronic temporomandibular joint dysfunction, arthritis, asthma, and general health. In a 2012 review of research on mind-body practices in American public schools, the mind-body interventions were found to increase resilience as well as a number of other indicators of psychological hardiness.

It's clear that the "happiness factor" has a real effect on health, but how does it work? In 2009, Andrew Steptoe and his team found that the health-building effects of a positive affect and psychological resilience are the result of their ability to act as antidotes for stress, thereby minimizing the impact of the stress hormone, cortisol. More recently, it's been suggested that having a happy, resilient disposition counters the negative effects of cortisol by increasing the activity of several neurotransmitters, such as DHEA, growth hormone, insulin-like growth factor, and oxytocin, among others.

## CONCLUSION

The World Health Organization accepts that happiness has a demonstrable effect on health, and I hope you are likewise becoming convinced that being happy offers substantial health-related benefits. For those among us who have sunny-side-up dispositions, it's great to know that our mental attitudes are health-supporting, but what happens if you have a naturally dour disposition? It turns out you can learn to be



happy. We can "catch" emotions from others, or learn emotional regulation for ourselves. If we revisit the list of attributes that support resilience, it's clear that a number of these involve behaviours that can be taught or developed:

- effective and healthy coping behaviours in response to stress
- good problem-solving skills
- ability and willingness to seek help
- willingness to self-disclose the trauma or problem to others
- identifying as a survivor not a victim
- willingness to help others

Abraham Lincoln said:

**"Most folks are as happy as they make up their minds to be."**

For the good of your health, decide to be happy.

For references and other great articles, visit [NaturopathicCurrents.com](http://NaturopathicCurrents.com)

New Product

# Smooth Stevia

Coming Soon!



1923-1925

New Roots Herbal is excited to introduce the latest addition to our selection of stevia products. **SmoothStevia** is an all-natural alternative to both sugar and artificial sweeteners. Our innovative product features the intense sweetness of our **SteviaWhite Powder Concentrate**, complemented by the smooth taste and finish of isomaltose, for the great taste of sugar with a fraction of the calories. Isomaltose is a naturally occurring sugar (sucrose) found in small concentrations in beets, honey, and sugar cane products. Isomaltose in **SmoothStevia** is created with an enzymatic process that stabilizes natural sugar sourced from non-GMO sweet beets.

Studies show the strength of the disaccharide bond (between glucose and fructose) in isomaltose as being broken down 4 to 5 times slower than sugar. This leaves you free from the roller-coaster ride of spiking insulin levels, and with an effect on blood glucose levels below that of many varieties of beans

and whole grains. The slow rate of digestion throughout the entire small intestine also encourages a higher proportion of fat-burning capability compared to regular sugar. This makes **SmoothStevia** suitable for diabetics and those on the borderline of engaging with this increasingly common disease.

**SmoothStevia** tastes great in coffee or tea, as well as in cold beverages including ice tea and smoothies. A pinch (50 mg) will yield the equivalent sweetness of a teaspoon of sugar: that's the equivalent of 1/32 of a teaspoon, and half a calorie per pinch. It's heat-stable and excellent for cooking and baking. **SmoothStevia** is also beneficial for dental health, as digestion is not initiated within the mouth, thereby not causing cavities.

New Roots Herbal's **SmoothStevia** is an excellent product for those seeking ways to reduce calorie consumption without compromising the flavour of their favourite foods and beverages.



BX1685



1069-1070



589



164-202



267

## BACKYARD BARBECUE SOUP

This easy-to-prepare soup will help consume a bounty of late-season produce as well as add a little sophistication to the résumé of the backyard barbecue chef.

### Ingredients:

- 2 huge zucchinis
- 4 giant tomatoes
- 2 bulbs garlic
- 2 medium-sized onions
- 2 cups chicken stock
- 1 teaspoon of each:  
salt, pepper, paprika, Cajun spice
- ¼ cup Red Palm Fruit Oil
- Wild Oregano C93 (a few drops to taste)

### Directions:

Cut tops from garlic bulbs, drizzle the top of each bulb with Red Palm Fruit Oil, then wrap in foil. Place immediately on the “Q” cut side up while preheating. They’re ready when easily squeezed with the thumb and forefinger.

Sauté diced onions in 2 tablespoons of Red Palm Fruit Oil in large foil lasagna pan.

Brush inch-thick medallions of zucchini and tomatoes with Red Palm Fruit Oil and lightly grill.

Add zucchini, roasted tomatoes, chicken stock, and seasonings to lasagna pan.



Simmer on grill until desired consistency is reached (about an hour). Add more chicken stock if necessary.

Mix with potato masher or cordless mixer directly on the grill.

Serve and enjoy.

**Tasty tips:** Add fresh herbs to taste, or even slowly simmer some chicken thighs for a one-dish meal, or add a tablespoon of curry while sautéing onions to add an Indian accent to this savoury soup.

# Facebook Contest



Spread the word and get a chance to win New Roots Herbal products!

Like and share our Facebook page and have a chance to win a New Roots Herbal gift basket! All you need to do is to log on your Facebook account, visit New Roots Herbal, like (if not already done) and share our page. You have from September 1 to October 12, 2014 to participate. Good luck!

[facebook.com/newrootsherbal](https://facebook.com/newrootsherbal)



# Resilience for Body and Mind

## Chill Out



1163-1166-1277

The combination of increased traffic volume following summer vacations and facing those projects at work (that were put on hold) can be overwhelming, not to mention motivating and preparing kids for the return to classes.

New Roots Herbal's **ChillPills** is the ideal natural alternative to prescription medication to give you the confidence to cope with these and many other stressful situations.

**ChillPills** feature extracts of passionflower, astragalus, ashwaganda, holy basil, rhodiola, and magnolia, all of which are standardized to specific compounds

proven to shield body and mind from both physical and mental stressors. **ChillPills** also contain the full spectrum of B vitamins, which are a vital part of the matrix (myelin sheath) that insulates nerves. While many of these nutrients are available as standalone products, we've created a comprehensive formula that includes 25 proven ingredients that will help you conquer stress and enjoy your day.

Keep **ChillPills** on hand as a side effect-free strategy to combat acute or chronic stress.

New Product

## Iron à la Carte



1898

New Roots Herbal is excited to launch **IronBisglycinate** this fall. A healthy diet and the presence of many food items fortified with iron usually meet the dietary requirements of the average North American. However, targeted supplementation with **IronBisglycinate** can be useful for those with anemia (low red blood cell count), compromised immune systems, malabsorption syndrome, or lack of stamina to name a few. **Women of child-bearing age are also at risk of iron deficiencies during menstruation and pregnancy.**

Forms of iron supplements such as ferrous sulfate, ferrous citrate, and iron D-gluconate are plagued with limited intestinal absorption, as well as interfering with other nutrients and blocking their absorption.

**IronBisglycinate** has an absorption rate of up to 3 times that of other forms of iron, as it's absorbed via an alternative pathway within the intestinal mucosa. This means it will not interfere with other forms of dietary iron. It's also free from the common side effects of iron supplementation, including sore stomach, constipation, diarrhea, and cramps.

Iron plays many roles within the human body, the most important being the backbone of red blood cells (hemoglobin) that assimilate oxygen within the lungs. Therapeutic use of New Roots Herbal's **IronBisglycinate** is safe and effective, and could be the key to a healthier, more energetic lifestyle.

## Double Trouble



130-945

It's official: we're in the fourth quarter of allergy season. Pollen from trees in April and May, grass in June and July, and spores spread from both indoor and outdoor moulds in the heat of summer have flooded our mucous membranes with allergens. They've also paved the way for the three-month onslaught of hay fever season that, thanks to global warming, can last until the first frost in late October.

Common opportunistic species of ragweed can release up to one billion grains of pollen per plant each season. Ragweed not only thrives in the disturbed soil of hotter urban climates; it also has a partner in crime in airborne pollutants. Pollutants — including dust, smoke, and countless

toxins — irritate mucous membranes and leave them more susceptible to the proteins released by pollen that cause allergic symptoms. Airborne pollen can also cling to pollutants and piggyback directly into the nose, upper respiratory tract, and lungs to cause the symptoms of hay fever (allergic rhinitis).

For those looking for a side effect-free, nonaddictive alternative to over-the-counter antihistamines, **BlackCumin Seed Oil** can serve as a healthy therapeutic option. It has a unique fatty acid profile that stabilizes cells and exerts potent antihistamine action. This delivers relief from common allergy symptoms including runny nose, watery eyes, and sneezing. Thymoquinone is among the many complementary active ingredients in **BlackCumin Seed Oil** that compounds its antihistamine effects.

New Roots Herbal's **BlackCumin Seed Oil**, in a convenient softgel format, is the ideal partner for you to quench your thirst for excitement and adventure in the "great outdoors", free from limitations of seasonal allergies.



## Did You Know?

### LUTEIN FOR THE BLUES?

High-energy blue wavelengths of light assault the eyes on a daily basis and are the leading cause of age-related macular degeneration (ARMD) and cataracts.

**Forsight** can help. Each capsule contains 6 mg of pure lutein. This critical carotenoid filters harmful blue rays to protect the retina (macula) from ARMD, and exert potent antioxidant action to strengthen resistance to the formation of cataracts. In fact, our unique synergistic formula delivers 23 vision-specific vitamins, minerals, and potency-standardized nutrients dedicated to better vision and a lasting, independent lifestyle.





## The Certified Science Behind Every Bottle!

At New Roots Herbal, we test and validate the potency of all raw materials to deliver the results you deserve. As leaders in the Canadian natural health product industry, our team of scientists dedicate in excess of 480 hours per week in research, method development, and analytical testing.

## New Roots Herbal's in-house NHP Laboratories is now **ISO 17025** accredited!

We're excited to announce that NHP Laboratories is ISO 17025 accredited for its industry-leading analytical laboratory. Never before has such a high number of methods been submitted — and they all passed with a grade of 100%. This means you can trust the entire process from raw material validation to finished product integrity.

## Non-GMO Commitment

We have long been pioneers in demanding consumer rights for non-GMO products. We are proud to share our entire selection of products produced exclusively with non-GMO-sourced ingredients.



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341-341-732-1050-1198

## The Heat is On



The soothing sensation of heat generated by the deep healing effects of New Roots Herbal's **BodyMuscle Massage** lets you know it's working. However, as our unique therapeutic formula floods your sore and damaged muscle tissue, it works in several ways.

**BodyMuscle Massage** delivers an instant analgesic effect as it penetrates deep within the skin at the site of chronic or acute pain and stiffness. Equally critical for long-term results are the medicinal effects from two critical extracts in our formula, *Arnica* and *Calendula*. These natural extracts dilate capillaries to maximize delivery of oxygen-rich blood; this accelerates the repair of damaged muscle and connective tissue, and allows for the breakdown and

elimination of damaged cells. Juniper berry, gentian, and hay-flower extract are among the complementary nutrients that amplify the healing power of our formula.

**BodyMuscle Massage** is a professional-grade therapeutic lotion that quenches deep within the skin to relax muscles. This facilitates healing massage without leaving a greasy feeling for the professional and consumer alike. It's also free of artificial scents that permeate a room yet add no therapeutic value to the formula.

Pamper yourself with professional-grade **BodyMuscle Massage** for fast relief from sports injury, chronic arthritic pain, or even for a stress-relieving massage.



## Choose to Care



### WORLD WILDLIFE FOUNDATION

Protecting nature, stopping the degradation of the environment, and ensuring that people live in harmony with their nature are the main objectives of the largest international conservation organization, WWF. WWF has been involved in a great number of projects around the globe to save and protect living creatures such as bowhead whales, seabirds, wolves, and many more.

The role that this organization is playing in our daily lives is remarkable. That is why New Roots Herbal didn't hesitate a second to support their efforts; the mission of our company goes hand-in-hand with the mission of WWF. We are very proud of our continual support to WWF through our Choose to Care program. It is crucial that Canadians become aware of the important role of WWF and participate with them and us to maintain a healthy environment and keep our nature happy.

[choosetocare.ca](http://choosetocare.ca)

# Introducing Junior New Roots

Our new children's line fills in all the nutritional gaps.



Junior New Roots offers the nourishment children need to grow up strong and healthy. Not only does each formula have significant health benefits – **they also taste great!**

- **Children's Probiotic** is an ultraconcentrated formula with 10 billion CFU per serving containing 12 strains, **including the most important probiotics for children**, which are *L. infantis* and *L. reuteri*. It strengthens the immune system and resistance to diarrhea, and maintains healthy digestion.
- For a child to benefit from DHA supplementation, it must be combined to a higher amount of EPA. Our **Children's Omega-3** provides the higher EPA-to-DHA ratio, clinically proven in 10 scientific studies for maximum absorption for development of the brain, which is effective for symptoms of ADHD, and improves mental focus, memory, and concentration.
- **Children's Multi**, formulated by recognized NDs, gives children the ideal selection of vitamins, minerals, and nutrients. This great-tasting, convenient powder can be mixed with water, juice, apple sauce, yogurt, and more!

Prevention & Cure® since 1985



- Our ISO 17025 accredited laboratory has 12 scientists: 3 PhDs, 3 MScs, and 6 BScs
- All our products are non-GMO

