



Natural

F A C T S

December 1 2007 - January 31 2008

A New Year and a Healthy New You!

Following through with
New Year's resolutions

Get back
to enjoying
winter activities!

FEELING STUFFED?

Prevent the discomfort
of overeating

Plus:

VITAMIN C⁸ - Now even more antioxidant protection!



Why you shouldn't have to wait to get back to doing what you love.



SERRA-PLEX

RELIEVES INFLAMMATION AND ARTHRITIS AND ENHANCES CARDIO-VASCULAR HEALTH.

SERRA-PLEX offers a multi-enzyme formula that can help you get back into the swing of things. With high potency serratiopeptidase (an enzyme that breaks down cellular debris and reduces inflammation) SERRA-PLEX can help speed up your recovery from sports injuries. It also offers relief from arthritis, allergies and upper respiratory problems. SERRA-PLEX features an enteric coating that ensures enzyme survival to the intestines for full absorption. Don't miss out on a minute of the action; give SERRA-PLEX a try today.

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

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PREVENTION & CURE



FEELING STUFFED?

The holiday season is a time for spending time with loved ones, exchanging gifts, attending fun parties and eating delicious food. Unfortunately for many people, it's also a time when making healthy food choices can be quite a challenge.

Overindulging in rich delicacies like turkey with gravy and all its trimmings and the variety of desserts and cheeses that accompany holiday meals puts a tremendous amount of stress on your digestive organs and can lead to the uncomfortable pain, bloating, gas and constipation associated with digestive disturbances.

The Digestion Process

Digestion begins in your mouth where the enzymes amylase and lipase, present in saliva, begin to breakdown carbohydrates and fats, while the act of chewing

stimulates the production of digestive enzymes in your stomach. When you swallow, your food travels down your esophagus into the upper portion of your stomach and remains there for approximately 45 to 60 minutes. At this point, food enzymes within raw foods automatically begin to predigest the food and it then moves to the lower part of the stomach where hydrochloric acid and various digestive enzymes continue to breakdown carbohydrates, fats and proteins in preparation for absorption.

Most of the digestion and absorption process occurs in your small intestine where the digestive enzymes trypsin, chymotrypsin, pancreatin and papain continue to breakdown carbohydrates, fats and proteins.

The end result of this process is that the food you eat is reduced to molecules of sugars, amino acids and fatty

acids, which are then absorbed through the wall of the small intestine into the bloodstream. Once in the bloodstream, your body feeds these nutrients to your organs, glands, cells, tissues and brain to maintain good health.

The Effects of Enzyme Deficiency

Proper digestion occurs when a good portion of the food you eat is digested within the first 45 to 60 minutes after swallowing. Cooked and processed foods lack the enzymes needed to help predigest in the upper part of the stomach, as digestive enzymes are extremely sensitive to heat and destroyed by temperatures above 118° F. Much of the food consumed during the holiday season is cooked, so imagine how that affects your digestion.

Each time you consume enzyme deficient food, you are forcing your body to digest 100% of the food you eat rather than approximately 50%. This means that you are doubling the body's workload every time you eat cooked or processed foods, which often leads to tiredness after each meal and failure to fully digest. Partially digested food can remain in the intestinal tract and the colon and start to ferment or rot, thus begins a gradual process of poisoning and contaminating both blood and tissue. Researchers have found that if digestive problems are not addressed, they can lead to serious illness, chronic illness or degenerative disease such as Alzheimer's.

Digestive Relief

New Roots Herbal's DIGESTIVE ENZYMES are perfect for hard to digest rich foods like cooked meats, gravy, shortbread cookies, eggnog and other holiday treats. They ease the discomfort that accompanies high-fat meals, and are ideal for those suffering from impaired fat digestion (i.e.: no gallbladder) and those with high-protein diets. DIGESTIVE ENZYMES improve digestion, increase energy, stop bloating and gas, reduce enzyme deficiency and lower stress for the liver, kidneys and pancreas.

Ingredients in DIGESTIVE ENZYMES:

Protease

Protease breaks down proteins. Without proper protein digestion a whole host of health problems from food allergies, to leaky gut syndrome, to toxicity and even skin diseases like psoriasis become possible. And that's not all. The proteases play a very large part in keeping the small intestine free from yeast including Candida, bacteria and parasites.

Amylase

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

Lipase

Lipase is responsible for digesting fats. Without lipase, we would not only poorly absorb fats, but also all of the fat-soluble vitamins, like vitamins A, D, E and K and all the carotenes.

Betaine Hydrochloride

Betaine hydrochloride is a source of hydrochloric acid. Hydrochloric acid prevents bacteria and yeast from growing in the stomach and aids in the digestion of proteins.

Ox Bile Salts

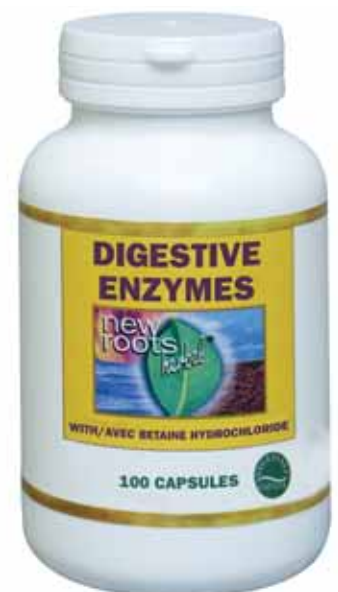
Bile is a secretion of liver, stored in the gall bladder until needed. Bile has a major role to play in fat digestion and absorption. The active ingredients of bile are the bile salts.

Papain (from papaya)

Papaya is a tropical fruit containing active enzymes that help improve digestive and metabolic functions. Papaya enzymes contain a high concentration of papain, a protein-digesting enzyme that quickly metabolizes the protein in foods.

For those Holiday Overindulgences

During the holidays food is usually the highlight at celebrations with family and friends, making it hard to resist the urge to indulge in the assorted spread of high-fat treats. It's bad enough that a large percentage of the population already suffers from some form of enzyme deficiency, when you factor in holiday overeating, the need for additional digestive enzymes becomes even more important. This year, before reaching for that second helping of gravy-drenched turkey, consider reaching for a bottle of DIGESTIVE ENZYMES. It's the best gift you can give your body this holiday season.



VITAMIN C⁸

ASCORBATE COMPLEX



Are you getting the strongest, smartest and most effective vitamin C formula available?



VITAMIN C⁸

OFFERS THE MOST ADVANCED FORMULA WITH 8 FORMS OF VITAMIN C TO ENSURE YOUR BODY ABSORBS AND RETAINS THE MOST VITAMIN C POSSIBLE.

VITAMIN C⁸ combines calcium, magnesium, potassium, zinc, manganese, selenium and sodium mineral ascorbates with ascorbyl palmitate to provide powerful antioxidant protection. Only VITAMIN C⁸ offers 8 assisted pathways of absorption and retention for 24 hours or more to help enhance your immune strength, provide a good source of electrolytes and replenish your energy before or after workouts. *Plus, it offers the benefits of 3 cups worth of green tea EGCG per capsule!* Get VITAMIN C⁸ and get more out of your vitamin C.



VITAMIN C⁸ contains Selenium Ascorbate which helps boost your immune system and protect cells against the damage of free radicals.

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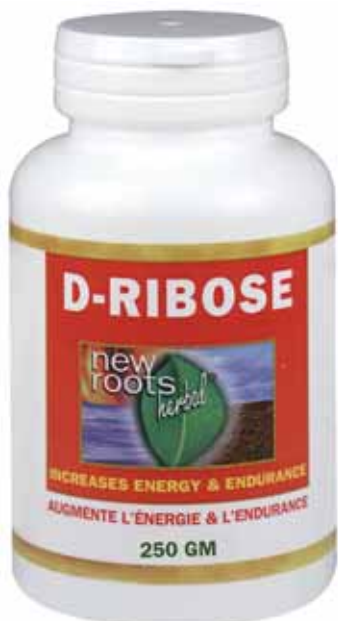
Get back to enjoying winter activities

Replenishes energy

D-RIBOSE regulates the production of ATP - the major source of energy for all cells. D-RIBOSE supports energy recovery after chemotherapy sessions and also eliminates pain and fatigue caused by fibromyalgia.

New Roots Herbal's D-RIBOSE has no side-effects and is fully tested to meet NHPD (Health Canada) standards.

D-RIBOSE is now available in 250 gm format!



Boosts the immune system

MULTI-MAX provides a broad spectrum of nutritional support to assist the body in coping with environmental and lifestyle stresses.

MULTI-MAX provides the vitamins, minerals, whole foods, antioxidants, amino acids and enzymes needed to fight off disease, stay healthy, keep active and feel great.

You and your family can have one of the best health insurance policies by including MULTI-MAX in your daily diet.



A New Year and a *Healthy* New You!

The start of a new year is approaching quickly and you may already be planning what to do with this new beginning. Maybe this year you'll promise to eat healthier, get in shape, spend less time at work or quit smoking.

The truth is most people are unsuccessful when it comes to keeping New Years' resolutions. Suffering from "the winter blues", stressing about holiday spending sprees and struggling to fit into any pair of pants that don't stretch are all factors that contribute to a lack of motivation to follow through with goals.

The key to achieving New Year's resolutions is *support*. Being surrounded by friends and family members who offer encouragement is helpful but sometimes it takes a little more to keep on track - especially when it comes to breaking unhealthy habits.

New Roots Herbal's quality formulas offer the support the body needs to make it easy to keep those New Year's resolutions.

This year, count on New Roots Herbal to help you make a fresh start in 2008 with a healthy mind and body.



Slimmer System

An intelligent and healthy way to lose weight and prevent breast disease.

With a daily super charge of 700 mg of 75% EGCG, equal to 61 cups of green tea, New Roots Herbal's SLIMMER SYSTEM is your perfect weight loss partner. It curbs your appetite, burns fat and increases your metabolism and energy level.

Green tea extract 75% EGCG has been proven to be effective in preventing breast, lung, mouth, stomach and prostate diseases by preventing cells from becoming sick, inhibiting growth of damaged cells and attacking or inducing death in diseased cells.





STOP SMOKING

Helps you manage tobacco cravings.

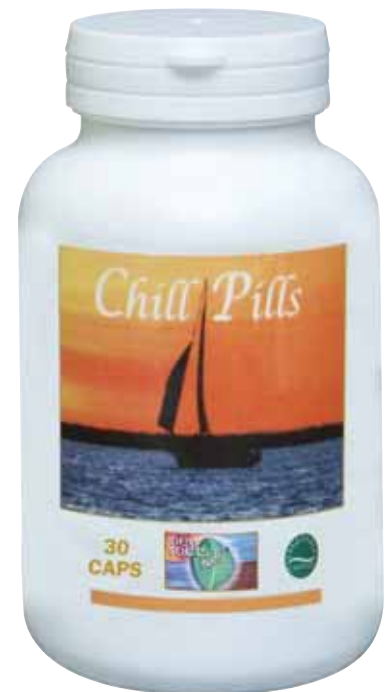
STOP SMOKING mimics the effect of nicotine, reduces your urge to smoke and makes the taste of smoking unbearable. It reduces tension associated with smoking cessation and facilitates the release of accumulated toxins in your body. STOP SMOKING also promotes restful sleep and relaxation. Whichever stage you are in, STOP SMOKING will help you reach your smoke-free destination.



Chill Pills

A natural way to brighten your mood, feel good and, most importantly, relieve stress.

CHILL PILLS provide quick and effective support for the nervous system and reduce the physiological effects of extreme stress such as anxiety, nervousness and the fight or flight response. CHILL PILLS provide your body with the essential nutrients it needs to relieve stress - without any of the side effects common to prescription drugs. Try CHILL PILLS and start facing the day with a smile.



CHROMIUM PICOLINATE

Reduces cravings for sugary and starchy foods.

CHROMIUM PICOLINATE increases insulin uptake at the cellular level, increases energy and stabilizes blood sugar levels. Keep your sugar cravings under control with New Roots Herbal's CHROMIUM PICOLINATE.





How I protect my family
by giving them a fighting
chance against colds and flu.

WILD OREGANO OIL C 93

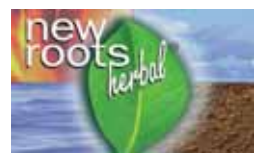
THE BEST TASTING OREGANO OIL THAT HAS THE
POWER TO KILL OFF COLDS AND FLU AS WELL AS
VIRUSES AND BACTERIA.

WILD OREGANO OIL C 93 is imported directly from the Mediterranean and contains a 93% Carvacrol content – the highest content available. Plus, it also helps to heal the bladder and kidney as well as treat conditions like cold sores and toothaches just to name a few. And, being the best tasting, it's not surprising that WILD OREGANO OIL C 93 is something you can start to feel really good about.

Recent studies have shown that Oregano Oil with a high concentration of Carvacrol equals the effectiveness of standard antibiotics, without any side effects.



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