

# Natural FACTS

March 16 - April 30, 2008

## Why you should be wild about omega 3s

New WILD OMEGA 3 Fish Oil  
EPA 660 DHA 330

**PLEASE TAKE NOTE OF  
OUR NEW ADDRESS:**

**3405 F.X. Tessier  
Vaudreuil-Dorion, QC  
J7V 5V5**



Why Menopause  
Doesn't Mean an  
End to Peace of Mind

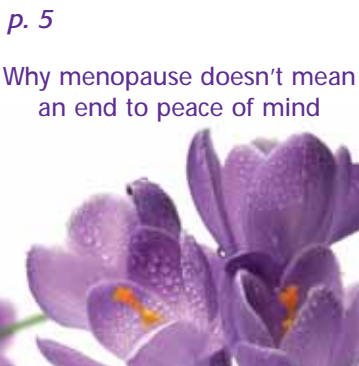
A Gentle Way to a  
Good Night's Sleep  
with Melatonin

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## DATES TO REMEMBER

March 21  
Good Friday (Closed)

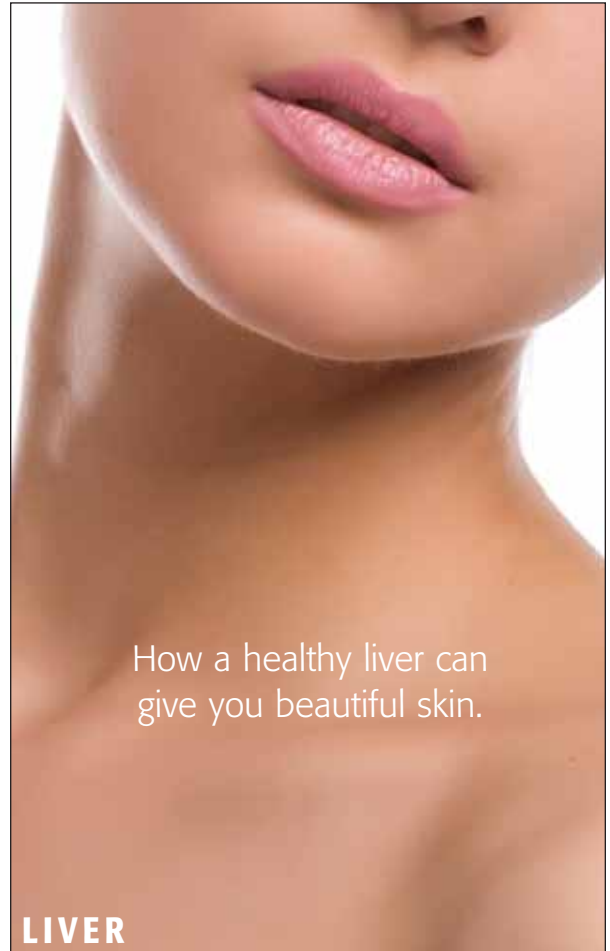
April 3 - 6  
CHFA ExpoWest, Vancouver BC (Pavillion #26)

New Roots Herbal

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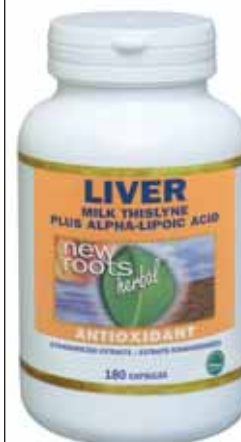
www.newrootsherbal.com



How a healthy liver can  
give you beautiful skin.

## LIVER

**DETOXIFIES AND REBUILDS YOUR LIVER FOR  
OPTIMUM HEALTH AND SKIN TONE.**

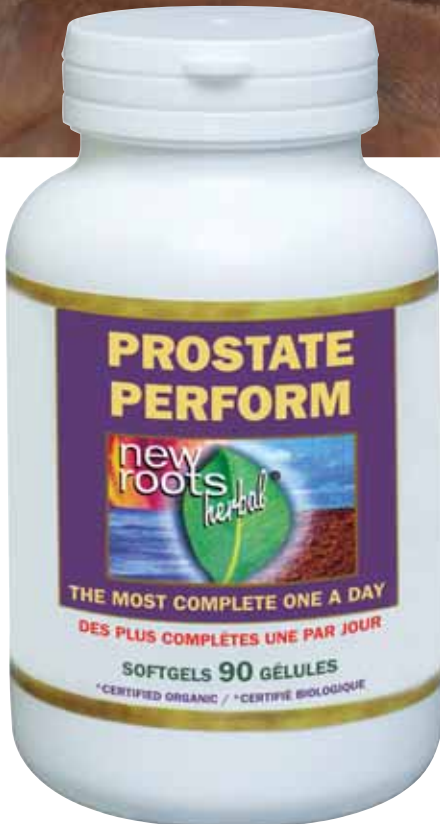
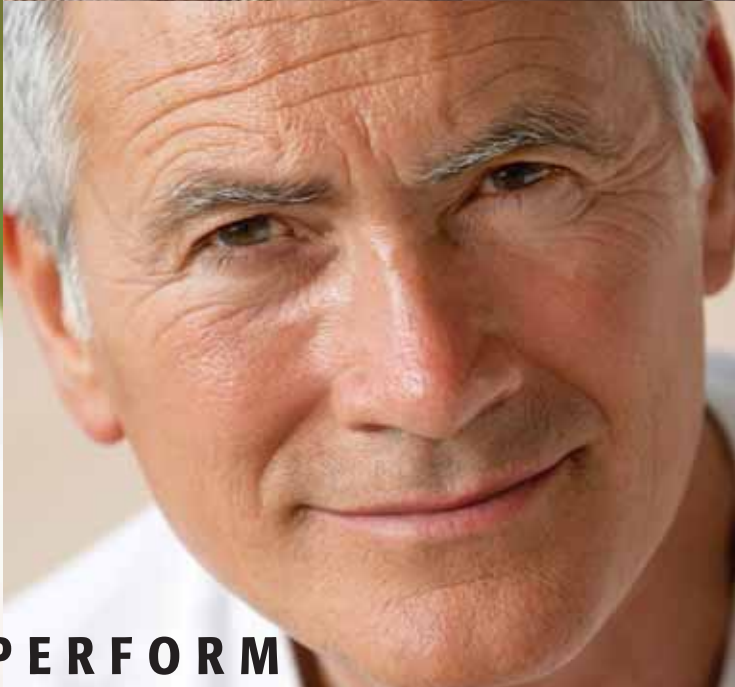
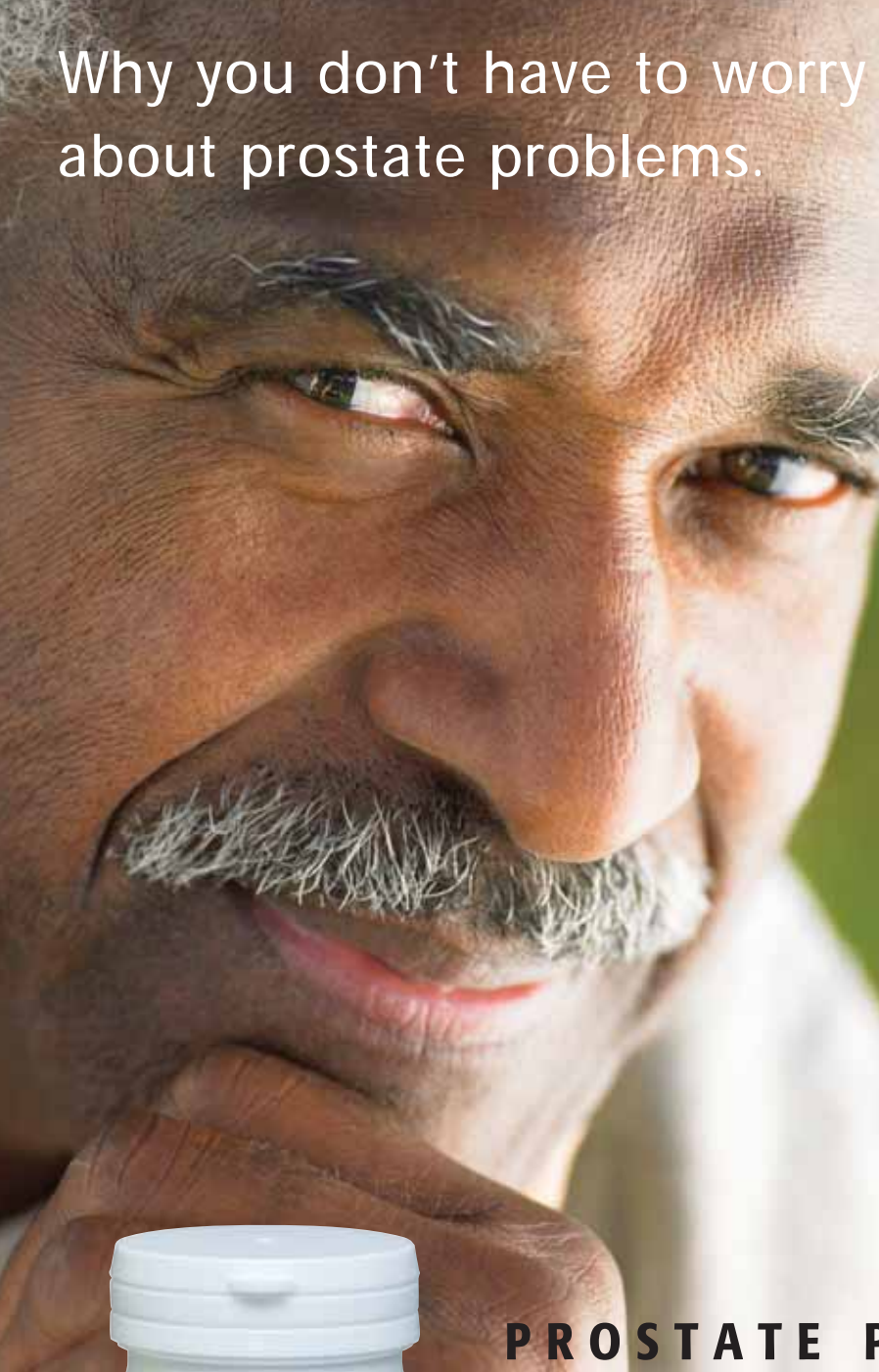


New Roots Herbal's LIVER formula powers the liver's ability to remove toxins that have been trapped for years beneath the connective tissue of your skin.

Taking LIVER formula results in clean, new, beautiful baby smooth natural skin free from blemishes, spots and dryness. LIVER formula is designed to repair and rebuild damaged liver cells to help increase your energy and stamina. It also offers the perfect protection for smokers, people who drink alcohol and people living or working in areas of high pollution. Give your liver the lifeline it deserves with New Roots Herbal's LIVER.



Why you don't have to worry about prostate problems.



## PROSTATE PERFORM

### A NATURAL MEDICINE FOR YOUR ONGOING PROSTATE HEALTH.

At the age of 40, normal healthy active men produce an increase in the amount of dihydrotestosterone, a very potent, dangerous form of testosterone within the prostate. This causes overproduction of prostate cells which results in prostate growth and increased cancer risks. Men of African-American heritage have the highest incidence of prostate cancer.

Worrying about your prostate shouldn't keep you up at night - and neither should frequent urination. That's why we formulated PROSTATE PERFORM, to act on prostate problems. Taking advantage of the power of plant extracts, PROSTATE PERFORM eliminates frequent urination, increases urine flow and relieves Benign Prostatic Hyperplasia. And, with a 98% success rate, it's a natural approach that actually works better than drugs - with results in 3 days! Get PROSTATE PERFORM and get back to a good night's sleep.

[www.newrootsherbal.com](http://www.newrootsherbal.com)



PREVENTION & CURE

# A Gentle Way to a Good Night's Sleep



Melatonin is a hormone produced by the pineal gland, a tiny gland located in the center of the brain. The melatonin signal forms part of the system that regulates the circadian rhythm - natural sleep cycle and waking hours. Melatonin levels typically begin to rise in the mid to late evening, remain high for most of the night, and then decline in the early morning hours. Natural melatonin levels decline gradually with age. Some older adults produce very small amounts of melatonin or none at all. Studies suggest that overnight production of melatonin can be jeopardized each time a person's sleep is interrupted and they are exposed to a bright light.

Recent research demonstrates that reduced melatonin production is linked to high cancer rates, especially in night shift workers, which has led to the belief that melatonin is a powerful anti-carcinogenic hormone. Another condition involving the disruption of circadian rhythms is jet lag. In this case, it has repeatedly been demonstrated that taking melatonin close to the target bedtime of the destination can alleviate symptoms and it has the greatest beneficial effect when jet lag is predicted to be worst (i.e. crossing many time zones).

New Roots Herbal's MELATONIN helps to regulate sleep patterns, prepares the body for sleep and has powerful antioxidant effects. Trust MELATONIN, a completely safe and effective supplement, to help you get a good night's sleep.



# Why menopause doesn't mean an end to peace of mind

**MENOPEACE helps ease the hormonal ups and downs that can accompany menopause.**

Menopause is a natural progression in every woman's life. Menopause is not a medical problem, disease or illness. However, some women may have a hard time dealing with the emotional and physical changes that accompany it.

There are many signs of menopause and each woman feels them differently. The most apparent signs of the start of menopause are irregular periods (when periods come closer together or further apart) and when blood flow becomes lighter or heavier.

Research has shown that menopause experiences are different among individual women and can be related to diet and lifestyle. In western culture with all of our bad habits, the symptoms of menopause can be quite uncomfortable. The most common symptoms are hot flashes, night sweats, palpitations and insomnia. Other symptoms include: mood swings, fatigue, vaginal dryness, urinary tract infections, joint pain, weight gain and short-term memory problems.

There are many approaches to dealing with menopause, the most important of which are diet and exercise. A well balanced diet will help provide the body with the many nutrients vital for promoting bone density and well-being. Exercising at least 3 to 5 times per week before, during and after menopause helps to strengthen bone mass and may relieve many of the symptoms of menopause.

## MENOPEACE

New Roots Herbal's MENOPEACE is a drug-free way to offer women a more comfortable experience of menopause. Isoflavones and black cohosh extract work to relieve hot flashes, sweating and heart palpitations as well as vaginal thinning and drying. Ingredients like dandelion root and wild yam extract help normalize hormone production. MENOPEACE also replaces risky HRT.

Menopause is an important natural process and should be treated as a time of personal growth and renewal. MENOPEACE is formulated to make menopause as smooth and peaceful as possible.





## Why you Should be Wild about Omega 3s



Although current dietary trends are geared toward a "low fat" or "fat free" diet, research shows that the body needs omega 3 essential fatty acids to help with a number of physiological processes and structural activity in the brain. Omega 3 fatty acids are long-chain, polyunsaturated fatty acids that are not produced naturally in the body, therefore they must be obtained through foods such as cold water fatty fish (salmon, mackerel, herring) - which contain the highest levels of the omega 3 fatty acids eicosapentaenoic (EPA) and docosahexaenoic (DHA) - flax seeds, walnuts, avocados and leafy green vegetables. Omega 3s can also be obtained through natural nutritional supplements. New Roots Herbal's **WILD OMEGA 3** is sourced exclusively from wild, unfarmed sardines and anchovies which only have a two year lifespan and cannot acquire the contaminants of larger, longer living fish (i.e. salmon).

# NEW! - EPA 660 mg & DHA 330 mg PER SOFTGEL!!

## Reduced Risk of Cardiovascular Disease

Large population-based studies have suggested that a diet rich in **omega 3 fatty acids can reduce the risk of cardiovascular disease including fatal and non-fatal heart attacks, strokes, sudden cardiac death, and coronary artery disease (angina)**. These studies have shown that omega 3s lower blood pressure, decrease triglyceride levels (a type of fat found in the blood which has been linked to heart disease) and reduce platelet aggregation (clumping together of platelets in the blood) which can cause potentially harmful clots.

## Additional Health Benefits

Though evidence is strongest that omega 3 fatty acids are essential for heart health, numerous clinical studies suggest that omega 3s are also helpful in treating a variety of other health conditions including:

### High Cholesterol

Inuit people who consume high amounts of omega 3 fatty acids from fatty fish also tend to have increased HDL ("good") cholesterol and decreased triglycerides. Also, fish oil supplements containing EPA and DHA have been shown to reduce LDL ("bad") cholesterol and triglyceride levels.

### High Blood Pressure

An analysis of 17 clinical studies using fish oil supplements found that supplementation with 3 or more grams of fish oil daily can lead to significant reductions in blood pressure in individuals with untreated hypertension.

### Arthritis

Research concludes that omega 3 fatty acid supplements have anti-inflammatory properties and can reduce joint stiffness and ease the pain associated with rheumatoid arthritis after 3 months of regular fish oil supplement intake.

### Depression

A number of studies have shown a correlation between omega 3 consumption and lower rates of depression and seasonal affective disorder. Omega 3 consumption is also associated with higher self-reported mental health. Experimental studies have shown serious consequences in the central nervous systems of animals that have an inadequate supply of omega 3 fatty acids: lower levels of important neurotransmitters, particularly dopamine and serotonin which are critical to brain function and the regulation of mood, have been found in the brains of animals deficient in omega 3 fatty acids.

### Behavioral Problems

In a clinical study of nearly 100 boys, those with lower levels of omega 3 fatty acids demonstrated more learning and

behavioral problems such as temper tantrums and sleep disturbances than those with higher omega 3 fatty acid levels. In animal studies, low levels of omega 3 fatty acids have been shown to lower the concentration of certain brain chemicals related to attention and motivation.

### Skin Disorders

In one clinical study, 13 people with a particular sensitivity to the sun known as photo dermatitis showed significantly less sensitivity to UV rays after taking fish oil supplements. Many clinicians also believe that flaxseed (which contains omega 3 fatty acids) is helpful for treating acne.

### Cancer

Omega-3 fish oil reduces production of arachadonic acid, suppressing 5-LOX, 5-HETE, and Leukotriene B4, all of which contribute to prostate cancer.

## Omega 3 Fatty Acids for a Healthy Pregnancy

Omega 3 fatty acids are recognized as an important factor in improving the health of pregnant women and their unborn babies. **Omega 3 fatty acids have been shown to promote several neurological functions and to support fetal development of the brain and cognitive faculties during pregnancy and nursing**. Studies indicate that babies born to mothers exhibiting higher levels of omega 3 fatty acids demonstrate more developed cognitive abilities and attention spans. Furthermore, the same studies indicate that these benefits are long-term (measurable through age four).

Often referred to as "brain foods" **omega 3s have been shown to decrease symptoms associated with postpartum depression**. Other pregnancy benefits associated with omega 3 fatty acids include a reduced chance of premature birth or complications like toxemia.

## Simple Supplementation

New Roots Herbal's **WILD OMEGA 3** is a superior source of **omega 3 essential fatty acids sourced from wild deep sea fish oil**: *Sardina Pilchardus* (sardine) (whole) and *Engraulis Encrasicolus* (anchovy) (whole). WILD OMEGA 3 fish oil is pharmaceutical grade, molecularly distilled and laboratory tested for heavy metals, PCB's, pesticides and impurities. The potent formula - containing **660 mg of EPA and 330 mg of DHA** - ensures you obtain all the healthy benefits of a high quality omega 3 fish oil supplement - and **you only have to take 1 softgel twice a day!**

Omega 3 essential fatty acids are a necessary component in brain development and the maintenance of good health, and with New Roots Herbal's WILD OMEGA 3, you can start to feel the difference omega 3 fatty acids can make through quick and easy supplementation.



# Healthy Choices



## Fighting Colds and the Flu with Higher Purity Oregano Oil

Of all the oregano species, only our rare "origanum minutiflorum" contains the highest natural carvacrol content; 93%. This species' higher purity reduces the bitter, harsher taste common to other species. Imported directly from the Mediterranean, cold pressed, steam distilled, hand picked and chemical free, WILD OREGANO C 93 is an effective nutritional supplement for colds, flu, bacteria, viruses and parasites. The higher the purity of oregano, the better the taste.

Recent studies have shown that oregano oil with a high concentration of carvacrol equals the effectiveness of antibiotics, without any side effects. Only the rare "origanum minutiflorum" species is good enough for our families.



## Maintaining Vibrant and Healthy Eyesight

FORSIGHT is a unique synergistic blend of antioxidants, minerals, vitamins, carotenoids and nutraceuticals. Whether you work at a computer, frequently drive at night or focus on detail-oriented tasks, you can count on FORSIGHT to sustain important eye functions. It also protects against macular degeneration, alleviates eye disease and reduces the risk of cataracts. Try FORSIGHT today and put the focus on sustaining the health and vitality of your vision.

Eyes bring in more than 90% of the information entering the average human brain. From books, computers and television to sunsets and landscapes, vision plays a major role in your life.



## 8 Pots Worth of Green Tea Medicinals in each Capsule

Why do we love Green Tea so much? Quite simply, clinical studies prove it works. You see our Green Tea has a special therapeutic charge of 75% EGCG - a power house that helps fight disease. Green tea 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. With results this impressive, PREVENT is definitely your cup of tea.

Annually an estimated 153,100 new cases of cancer occur in Canada. On average, 1,353 Canadians die of cancer every week.





# Healthy Choices



## Prevent the Discomfort of Overeating

Overindulging in rich delicacies 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. DIGESTIVE ENZYMES improve digestion, increase energy, stop bloating and gas, reduce enzyme deficiency and lower stress for the liver, kidneys and pancreas. DIGESTIVE ENZYMES are ideal for those suffering from impaired fat digestion (i.e.: no gallbladder) and high protein diets.

For help with foods that are hard to digest such as pizza, hamburgers, turkey and ham, try New Roots Herbal's DIGESTIVE ENZYMES.



## Keep your Bones Healthy

It's never too early to start preventing bone disease. New Roots Herbal's STRONG BONES is Microcrystalline Hydroxyapatite (MCHA) - the most readily absorbable type of calcium - with other vital nutrients. STRONG BONES is formulated to create bone forming cells (osteoblasts), accelerate healthy bone growth and reverse osteoporosis by forming new bone mass. STRONG BONES lets your bones benefit from the most recent advances in osteo research.

MCHA is the same calcium found in humans that strengthens and maintains strong teeth, nourishes all joint tissue and reduces the risk of osteoporosis particularly for women.



## For the Treatment of Chronic and Acute Inflammation

With 12,000 A.U. of Serratiopeptidase

Recurring sports injuries can really put a cramp in your game. INFLA-HEAL PLUS takes advantage of serratiopeptidase to eliminate muscle and joint pain as well as re-establish joint mobility.



INFLA-HEAL PLUS is formulated to relieve inflammation, improve circulation, maintain heart health and prevent varicose veins, as well as relieve osteo and rheumatoid arthritis pain. Quite simply, it improves your health while it gets you back in the game.



## Anti-Bacterial, Anti-Viral and Anti-Inflammatory Protection

500 mg Grapeseed Extract!

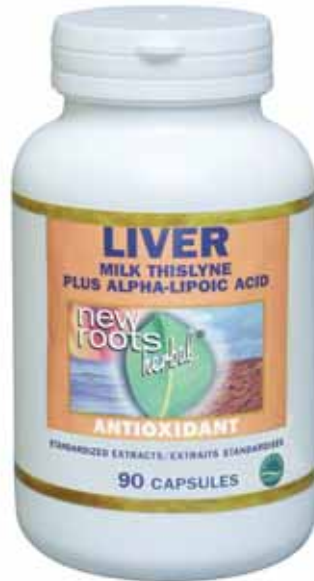
GRAPESEED extract contains 500 mg of 95% proanthocyanidins that help fight free radicals and improve cardiovascular health. It also contains cranberry 107X extract - a potent anti-bacterial agent that treats urinary tract infections.



GRAPESEED can be used in the treatment and prevention of arthritis, allergies, atherosclerosis (hardening of the arteries), high blood pressure, high cholesterol, varicose veins and poor circulation.



# Women's Health



## LIVER

Detoxifies and rebuilds your liver for optimum health and beautiful skin tone - in 30 days!



## FEMINA FLORA

Prevents chronic and frequent recurrences of yeast infections, through specific probiotics.



## PMS

Balances hormone levels, prevents cramping, reduces water retention and supports the adrenal glands.



Only Vitamin E<sup>8</sup> gives you complete anti-oxidant protection.



The difference a full-spectrum vitamin E makes is complete.



## VITAMIN E<sup>8</sup>

CONTAINS ALL EIGHT MEMBERS OF THE VITAMIN E FAMILY.

While most vitamin E products contain only d'alpha tocopherol, VITAMIN E<sup>8</sup> offers all 4 tocopherols and 4 tocotrienols. Only VITAMIN E<sup>8</sup> has sterols to enhance the immune system, plus squalenes to help retain skin moisture, heal wounds and strengthen resistance to disease. Discover the protection of the only full-spectrum VITAMIN E<sup>8</sup>.

### 4 Tocopherols

d'Alpha Tocopherol  
Beta Tocopherol  
Gamma Tocopherol  
Delta Tocopherol

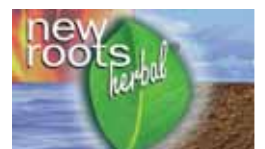
### 4 Tocotrienols

d'Alpha Tocotrienol  
Beta Tocotrienol  
Gamma Tocotrienol  
Delta Tocotrienol

### Plus

Squalenes  
Sterols containing Beta-Sitosterols  
Certified Organic Sunflower Oil

[www.newrootsherbal.com](http://www.newrootsherbal.com)



PREVENTION & CURE