



NaturalFacts

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

August 1 - September 14, 2008



SPECIAL FEATURE:

A look into our leading laboratory
and our **ground-breaking research**



August 1st -
September 14th
2008

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The only vision formula that contains pure lutein

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LIVER

IMPORTANT DATES TO REMEMBER

September 1
Labour Day (closed)

September 11-14
CHFA EXPO EAST - Toronto, ON (Pavilion P5)

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New Roots Herbal Welcomes a New Member to the Ontario Sales Team



ANNE BRIDGMAN

Anne Bridgman has worked as a sales representative in the health food industry for 29 years. She has a particular passion for herbs and has served on the board of the Ontario Herbalists Association and as coordinator of their Herb Fair, A Celebration of Herbs.

Anne enjoys nature photography, hiking on the Bruce Trail and growing fruit on her two hundred year-old family farm in the Niagara Peninsula.



Protect Your Eyes With **FORSIGHT**

*The only vision formula
that contains pure Lutein.*

One of Lutein's most popular qualities is its ability to protect against cataracts and macular degeneration - two of the most common age-related eye disorders. Researchers also suspect that Lutein's antioxidant actions help to protect the eyes from light-induced oxidative damage.

More Lutein - The reason FORSIGHT works so well!

Many companies will claim that their products contain pure 10% Lutein when in reality their Lutein is only 5% as their testing methods measure the other carotenoids to produce a false total of 10% Lutein. Test results of these combinations will reveal a mere 5% Lutein content, however the product label will claim 10% based on the entire combination of carotenoids.

We source our Lutein for laboratory testing from Sigma-Aldrich (a leading Life Science and High Technology company who supplies the purest of ingredients). The Lutein used in FORSIGHT is pure Lutein that tests at 10% and still contains the other beneficial carotenoids as well. In other words, our Lutein is twice as potent as the Lutein used in other formulas.

Our Lutein.

Our Lutein is sourced from marigold flowers - the best source for a nutraceutical formula.

Open your eyes to the benefits.

With today's ever-accumulating pollution and diminishing nutrient quality of foods, nutrition for your eyes has never been more important. Studies show that improved nutrition may reduce vision loss associated with aging and be particularly helpful in the prevention of cataracts, age-related macular degeneration and other diseases that affect your eyes.

FORSIGHT combines traditional knowledge and experience with current cutting-edge science to provide a high-quality blend of nutrients that is designed to maintain important eye functions.



New Roots Herbal: Ground-breaking research.



Since 1985, our customers have trusted us to create innovative products that are highly regarded - and laboratory tested - for both their effectiveness and quality.

A great new location.

The opening of our brand new facility in January, 2008, put us in a much better position to help keep our customers healthy and happy. Situated in a country setting just off the island of Montreal, our stunning 59,000 sq. ft. (5,481 m²) building was designed from the ground up specifically for the manufacturing of natural health products. Not surprisingly, all 50 members of the New Roots team are happy with the new facility.



A leading laboratory.

Our facility's comprehensive analytical lab features the latest testing equipment to ensure all raw materials meet Health Canada's high standards for purity, potency, quality, and safety. The lab is also GMP, NHPD, and pharmaceutical compliant.

The head of our laboratory has a PhD from McGill University's Food Science and Agriculture department. One of his associates has a masters degree from the same department, and the other has a masters from McGill's Bio Resource department.

Our research team works in collaboration with Richardson Centre for Functional Foods and Nutraceuticals (Manitoba), University of Toronto, and St. Michael's Hospital (Toronto).

Superior testing standards.

The head of our lab has been working with the Association of Analytical Communities (AOAC) - a scientific association committed to worldwide confidence in analytical results - for the last 4 years on method development. His goal is to establish proper testing methods that will be used throughout the industry as standards.



THE EQUIPMENT.

HPLC (High Performance Liquid Chromatography)

The HPLC machine is used for the identification of raw materials (i.e.: herbs, vitamins), quantification, and claim verification.



ICP (Inductively Coupled Plasma)

The ICP machine is used to measure minerals and heavy metals.



GC-MS (Gas Chromatography - Mass Spectrophotometer)

The GC-MS machine is primarily used to test for pesticides and PCBs. It is also used for the identification and quantification of oils, and for volatile samples including EPA and DHA.



TLC (Thin Layer Chromatography)

The TLC machine is used for the identification of raw materials, and also to test for aflatoxins.



Each lot or batch of raw materials is examined prior to use to ensure compliance with applicable specifications. We perform tests on every batch of raw materials we receive - even if it is from a frequent supplier. This way, we can ensure that our final products meet the superior standards we have set. We employ this policy to stay true to our promise to provide the highest quality, all-natural nutritional supplements. And, since our customers are also our families, friends and employees, we feel it is important to take the extra step to ensure the quality and safety of our products.

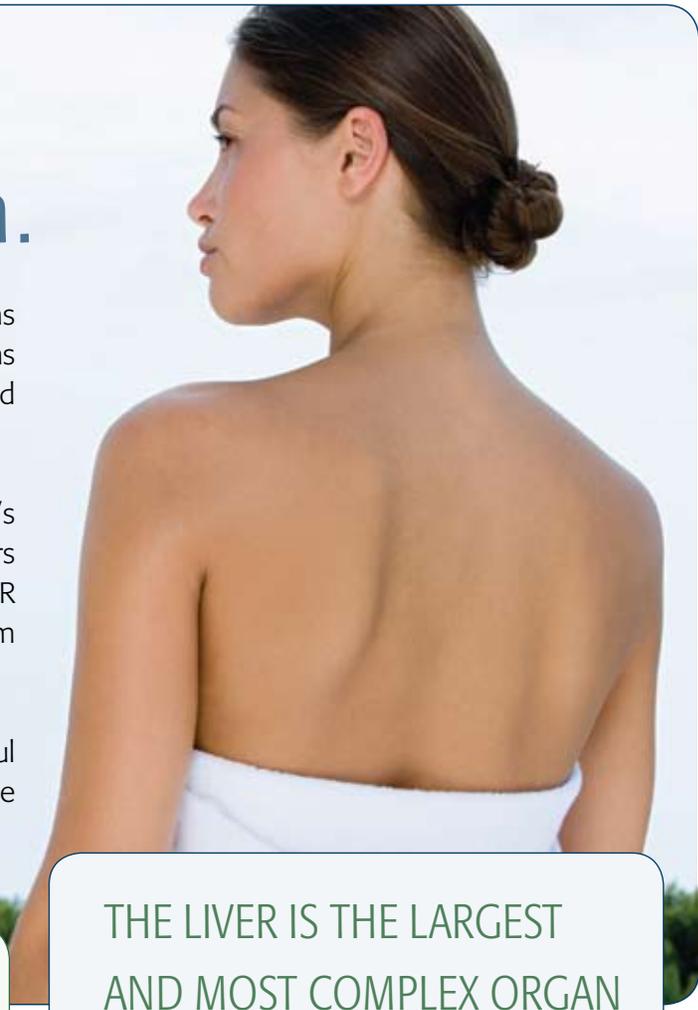


A healthy liver for beautiful skin.

When your liver is overworked it cannot easily filter toxins from your body. This forces your body to release toxins through your skin, which results in acne, blemishes and clogged pores.

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 beautiful, baby smooth skin free from blemishes, spots and dryness - in 30 days!

Once you try LIVER formula you'll realize what a beautiful complexion you can achieve by giving your liver the support it needs.



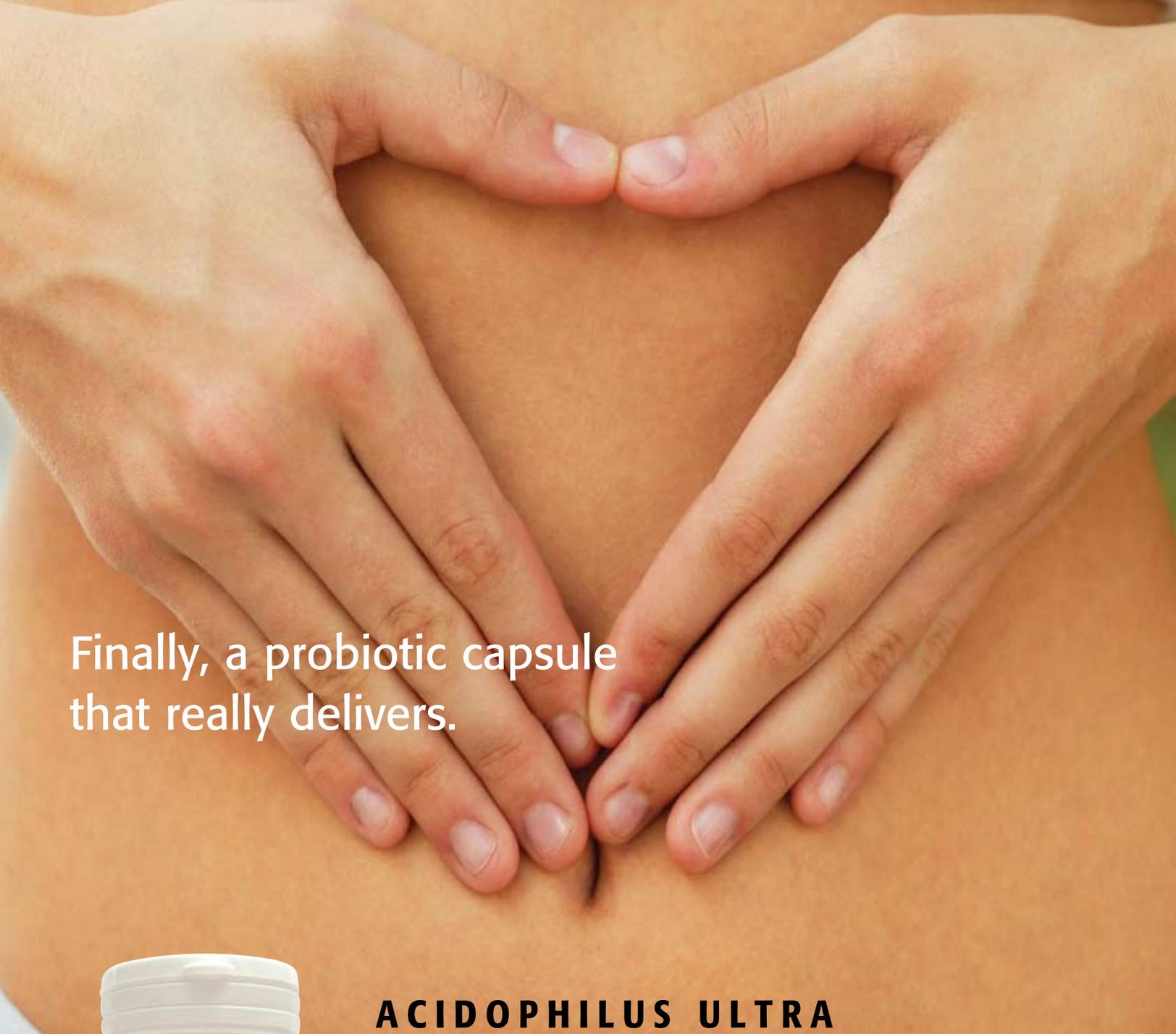
Your liver is more important than you think.

The liver is the body's main organ for detoxification. And, with the stress of modern living and the constant exposure to chemicals and denatured foods, keeping your liver pure couldn't be more important to your good health. From fighting common liver ailments like gallstones, alcoholism, jaundice and hepatitis, to battling health concerns like allergies, candida, depression, headaches, PMS, menopause, and digestive problems, a healthy liver can be a powerful ally in maintaining your overall wellness.

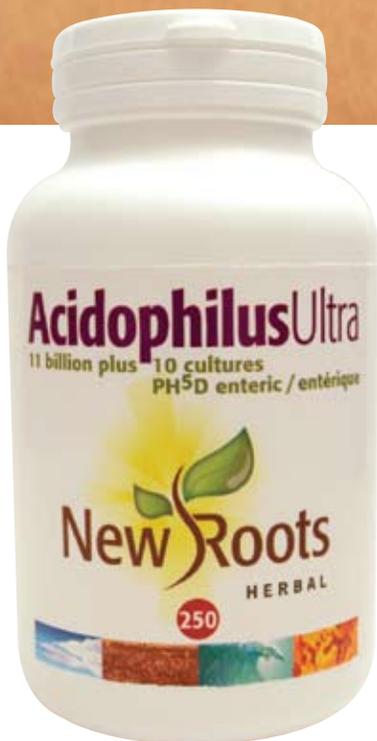
LIVER formula is designed to repair and rebuild damaged liver cells to help increase your energy and stamina. It relieves stress and allergies, and offers the perfect protection for smokers, people who drink alcohol and people who live or work in areas of high pollution.

THE LIVER IS THE LARGEST AND MOST COMPLEX ORGAN IN THE HUMAN BODY.





Finally, a probiotic capsule
that really delivers.



ACIDOPHILUS ULTRA

OUR UNIQUE *PH⁵D* ENTERIC COATED CAPSULES DELIVER
11 BILLION LIVE ACTIVE CELLS TO YOUR SMALL INTESTINE.

The leading world experts in probiotics researched and developed ACIDOPHILUS ULTRA's 10 special complementary probiotics. These 10 probiotic cultures work together and each has a unique beneficial activity at unique sites along your intestines. The result is a bonus in the multiple health benefits you will obtain. ACIDOPHILUS ULTRA cleans, protects, aids in protein digestion, stimulates the immune system and completely replenishes your gastro-intestinal system. Knowing all that, it's hard to imagine a reason why you're not taking it.

Stomach acids can destroy up to 99% of probiotics before they reach your small intestine. *PH⁵D* enteric coating protects the capsules to ensure all 11 billion beneficial cells reach your intestines alive, making ACIDOPHILUS ULTRA 100 times stronger than ordinary probiotic capsules, tablets or yogurts.

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