



# NaturalFacts

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

April 1<sup>st</sup> – May 15, 2009



**Science in every bottle**

# A Change With Menopeace

Now only with Red Clover isoflavones, providing 60 mg of the **8** Red Clover isoflavones per 2 capsules.

Otherwise, the 5 other ingredients remain the same.



Menopause is defined as the end of menstruation. In reality, menopause represents a phase of a woman's life that can last up to a decade. As women pass through mid-life, ovarian function winds down along with one of its major functions, the production of estrogen. Hot flashes, night sweats, heart palpitations, and insomnia are synonymous with hormonal fluctuation. The mellowing of the peaks and valleys of hormonal levels represent a major element in coping with menopause.

Naturally sourced isoflavones (the major group of phyto-estrogens) represent one of the most effective methods of hormonal regulation. Isoflavones are weakly estrogenic, enabling them to gently raise hormonal levels when necessary, and to ease periods of higher estrogen levels by stealing their receptor sites. The major sources of isoflavones for medicinal

#### TWO VEGETABLE CAPSULES OF MENOPEACE FORMULA FROM NEW ROOTS HERBAL CONTAIN THE FOLLOWING STANDARDIZED EXTRACTS:

Red Clover (40% Isoflavones) .....	150 mg
Dong Quai (1% Ligustilide).....	20:1 p.e. 250 mg = 5000 mg
Black Cohosh (2.5% Triterpene).....	15:1 p.e. 60 mg = 900 mg
Chaste Tree Berry (0.5% Agnuside, 0.6% Aucubin) .....	25:1 p.e. 250 mg = 6250 mg
Dandelion (3% Flavonoids) .....	10:1 p.e. 125 mg = 1250 mg
Wild Yam (16% Disgenine).....	25:1 p.e. 50 mg = 1250 mg
p.e.: powdered extract	

**NON-MEDICINAL INGREDIENTS:** Vegetable magnesium stearate and silicon dioxide, in a **NON-GMO vegetable capsule** composed of vegetable cellulose and purified water.

**CONTAINS NO:** Artificial preservatives and colors, salt, corn, wheat, dairy products, starch, egg, sugar, and yeast.

use are soybean and red clover.

#### New Direction

Red Clover (*Trifolium pratense*), which was an ingredient in the previous formulation, has become the main focus in the new formula. According to the database of the State University of Iowa, on a dry matter basis, 100 grams of red clover contain 10 times more isoflavones than soy. The eight main isoflavones found in red clover – genistin, genistein, daidzin, daidzein, ononin, sissotrin, formononetin, and biochanin A – have exhibited other beneficial effects for menopausal women, including improved arterial elasticity and subsequent easing of the workload of the heart. Red Clover contains many essential vitamins and minerals including calcium, which is necessary to combat osteoporosis. The presence of flavonoid-type antioxidants along with being rich in protein round out this versatile plant.

Five other extracts complement Red Clover in **Menopeace**: Black Cohosh, Chaste Tree Berry, Dong Quai, Dandelion Root, and Wild Yam. These five extracts improve cardiovascular, hepatic and central nervous system vigour, all essential for smooth sailing through mid-life.

# Spring Fever Allergy Relief

## BlackSeed Oil

As we long for the end of all the hardship and inconvenience winter brings, our other seasons are not without their setbacks. Spring brings a sense of renewal and optimism, along with a six-month onslaught of pollen. Countless species of trees, grasses and weeds fill the air we breathe with a respiratory cocktail of thousands of pollen species. Millions of North-Americans scramble to their drugstores desperate for relief.

Late summer and fall are a bonanza for the pharmaceutical companies as victims look for the latest drug to cope with ragweed induced hay fever. Strict control of air quality in our home and working environments by means of climate control and air filtration are half the battle.

## Band-Aid Solutions

Over-the-counter phenylephrine-containing medications employ vasoconstriction as a means of symptomatic relief. Elevated blood pressure and possibility of stroke are a couple of possible negative side effects. It's recommended to consult your doctor if you have heart disease, high blood pressure, circulation problems, diabetes, glaucoma, thyroid disorders, kidney disease, an enlarged prostate, sleep disorder, anxiety, or mental disorders such as bipolarity.

Fast-acting nasal sprays can offer a quick fix for a runny nose; however, the rebound effect as the small blood vessels expand seem to release all the mucous as if it were on back-order seems counterproductive. Nasal sprays usually suggest use not exceeding three days; unfortunately long term dependency to avoid rebound (withdrawal) is common.

## Sustained Relief

Let New Roots Herbal provide you with the necessary products to allow to enjoy the great outdoors.

Cold-pressed Black Cumin Seed Oil (available in 500 mg softgels) can alleviate symptoms of seasonal allergies. The use of Black Cumin Seed Oil can be traced to ancient Egypt for its medicinal properties. Centuries later as its popularity spread, the prophet Muhammad declared it as a remedy for everything but death.

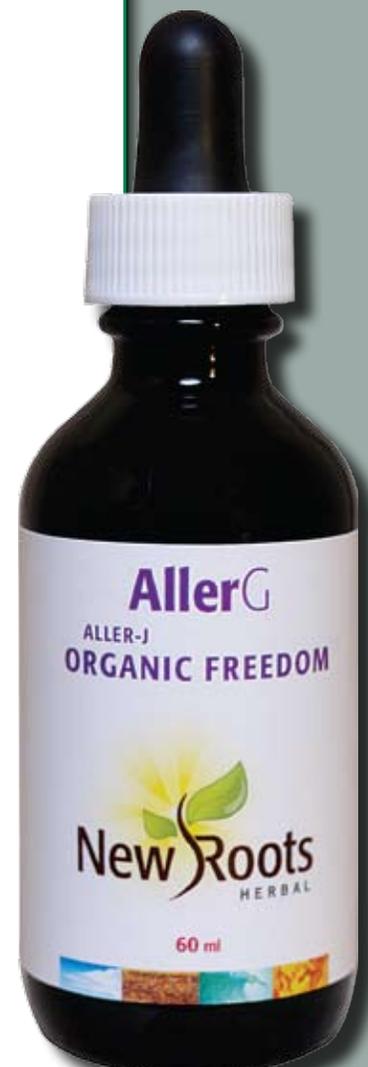
Folklore aside, **the volatile oils nigellone and thymoquinone**, which are concentrated and readily available in Cold Pressed Black Cumin Seed Oil, act as bronchodilators and natural antihistamines for asthma and allergy relief.

## AllerG

AllerG, available in 60 ml liquid form, is a unique blend of extracts from four sources. The **Yerba Santa Leaf** is an effective treatment for asthma and hay fever. **Nettles** herb has a long history of hay fever relief. **Mormon Tea** acts as a natural decongestant without the inherent side effects of over-the-counter drugs. **Eyebright** completes the formula to mitigate irritation of the eyes.

## The Program

Free yourself from the ups and downs of short term symptomatic relief of allergies. Create your own program of sustained, systemic and effective management of seasonal allergies, the New Roots Herbal way.



# Some of Our Products

## Amino-Mix

New Roots Herbal's AMINO-MIX is made from 100% pure pharmaceutical grade lactalbumine hydrolysate for maximum protein utilization. Each tablet provides the optimal mix of free-form di- and tri-peptide amino acids. AMINO-MIX is a scientifically balanced source of both essential and non essential amino acids. AMINO-MIX should be taken with a complete multi-vitamin, such as New Roots Herbal's MULTI-MAX or PHYTOMAX. Amino acids are dependent on vitamins and minerals to work.

Studies have shown that a shortage of branch-chained amino acids, coupled with increased physical demands on the body, can lead to a cannibalization of muscle tissue to respond to the body's need for nitrogen.



## Multi-Max & Multi-MaxImmune

MULTI-MAX and MULTI-MAX IMMUNE are formulated from 17 nutraceutical food sources working in synergy to help the body recognize vitamins and assimilate them. These products contain antioxidants to block free radicals and thus help prevent heart diseases, cancer, and all age-related conditions. MULTI-MAX and MULTI-MAX IMMUNE will make you feel better, put a smile up your face, and will make sure your body gets all the nutrients it needs to stay healthy and ward off disease.

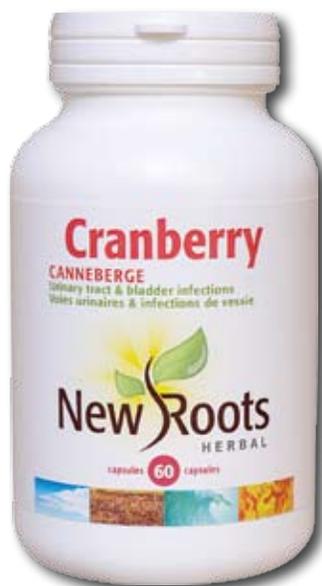


## Cranberry

Indigenous people have used cranberry preparations to treat urinary tract infections (UTI) and other illnesses for centuries. Modern medical research has revealed the chemical and physiological effects cranberries have on the urinary tract and just how supplementing cranberry concentrates may help prevent urinary tract infections. While cranberry is perhaps best known for its effect on urinary tract health, newer research indicates that it may act elsewhere in the

body against other bacteria as well. The adhesion of the different types of bacteria that cause both stomach ulcers, and periodontal gum disease, have been shown to be inhibited in the presence of cranberry, and it is likely that other susceptible bacteria will be found as well.

New Roots 107 X cranberry concentrate is the highest proanthocyanidin cranberry available.



# SimplySpirulina

Spirulina is one of the blue-green algae (single-celled plants); it is named for its spiral shape. Algae are incredibly old life forms (3.5 billion years), responsible for producing and sustaining our oxygenated atmosphere. They are the basis of the food chain and the primary source of food for the great baleen whales. Spirulina is not a salt-water algae; it grows in fresh and brackish inland waters. Because it is so low on the food chain it has to be packed with nutrients and energy – and it is!



# Sterols&Sterolins

STEROLS & STEROLINS is a mix of vegetable sterols. Beta-sitosterols, the main sterols in STEROLS & STEROLINS, prevent tumours, reduce cholesterol, treat atherosclerosis and ulcers, and modulate the immune system.

Sterols and beta-sitosterols are able to help overactive as well as underactive systems, because they are not an immune stimulator, but an immune modulator, which means that they correct and balance the immune system, no matter in which direction it needs to be adjusted.



# SuperImmune Sterols & Sterolins

The same product as STEROLS & STEROLINS, but with increased potency, optimally benefiting the immune system.



# Chlorophyll 100 ml

Chlorophyll is the green pigment in plants that harnesses the sun's energy in photosynthesis. Chlorophyll is to plants what blood is to humans: it performs metabolic reactions such as respiration and growth.

Chlorophyll has been used to repair tissues and is often used to help neutralize the pollution that we eat and breathe. It assists in the assimilation of calcium and other minerals and works to strengthen and purify the entire body.

Chlorophyll is recommended as an excellent specific for influencing anaemia of various kinds, improving the action of the heart and for reducing high blood pressure when it is abnormally high.

Liquid chlorophyll can help neutralize the toxic effects of some mutagens, which are ever-present in our food and water.

# Chlorella

Chlorella is nature's first and most perfect food, which is known to be effective in cancer prevention. It contains essential amino acids of protein, nucleic acids, fibers, vitamins and minerals, and many other important nutrients. Chlorella has many health benefits. It enhances the immune system by stimulating the body to make more interferon. Chlorella increases the amount of beneficial flora in the gastrointestinal tract, which aids in treating ulcers, colitis, Crohn's disease and diverticulosis.



# Anti-Inflamma

Chemotherapy is an excruciating systemic therapy; this means it affects the whole body by traveling through the bloodstream. A recent study found that COX-2 levels were directly associated with levels of a growth factor that promotes the development of new blood vessels, a process called angiogenesis. In the cells missing the COX-2 gene, vascular endothelial growth factor levels (tumor growth) were substantially lower; with an active COX-2 gene, VEGF levels dropped after treatment with COX-2 inhibitors.



We have developed a natural product that selectively blocks the enzyme cyclooxygenase-2, which impedes the production of prostaglandins that cause the pain and swelling of arthritis inflammation.

# Evening Primrose

Essential fatty acids are important as cellular structural elements and as precursors of prostaglandins. Prostaglandins help regulate metabolic functions and are the biologically active parts of polyunsaturated fats. The use of GLA in evening primrose oil (EPO) has been shown effective in a variety of medical disorders due to EFA deficiency or problems in EFA metabolism. GLA (gamma-linolenic acid) is used for cardiovascular disease, PMS & breast pain, arthritis and skin disorders.

Originally used for the treatment of asthma, stomach and digestive disorders and bruises, there is renewed interest in evening primrose because of the oil in it. The anti-inflammatory properties of EPO have been studied in double blind research with people suffering from rheumatoid arthritis. Some, but not all, studies have reported that EPO supplementation provides significant benefits to these people. GLA, the primary active ingredient in EPO, has anticancer activity in test tube experiments. Evening primrose oil has been used to treat the symptoms associated with premenstrual syndrome: irritability, headaches, breast tenderness and bloating. It is also helpful in the treatment of eczema. There are claims that increased doses help rheumatoid arthritis and slow the progression of multiple sclerosis.



# Our Promotions (continued)

## Wild Omega 3

**EPA 660 mg DHA 330 mg**

Fish oil is probably the most important dietary source of omega-3 fatty acids, which are vital nutrients. Omega-3 fatty acids are one type of essential fatty acids, special fats that the body needs as much as it needs vitamins. Much of the research into the potential therapeutic benefits of omega-3 fatty acids began when studies of the Inuit (Eskimo) people found that although their diets contain an enormous amount of fat from fish, seals, and whales, **they seldom suffer heart attacks or develop rheumatoid arthritis**. This is presumably because those sources of fat are very high in omega-3 fatty acids.



These fatty acids reduce inflammation, protect against the abnormal clotting associated with heart attacks, and possibly inhibit cancer. These omega-3 fatty acids differ structurally from omega-6 fatty acids. Evidence from studies show that omega-3 fatty acids may reduce the chances of getting atherosclerosis, rheumatoid arthritis, migraine headaches, and other heart and inflammatory diseases.

## Stomach

**The stomach is one of the most abused organs of the human body.** Meadowsweet, the main ingredient 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 a good digestion, and reduces constipation.

## Golden Seal

Golden seal root has been used by Native American healers for a wide range of ailments. The Indians used golden seal for local inflammations and infections. The plant was also utilized to improve digestion as a bitter tonic and to treat ulcers. An infusion of the root was used as a soothing rinse for eye and skin infections.



It is also considered beneficial for hemorrhoids, mouth sores, diuretic, eye infections, acne, sore throats, to ward off infections, and as an antiseptic.

## Ultra Zinc

Zinc is essential to life: it heals wounds, fights infections and is among the most important of the trace elements in human nutrition. It is vital for the immune system and the expression of genes. Zinc has anti-inflammatory properties, and by boosting the immune system, it can protect against fungal infections and various infectious disorders, such as conjunctivitis and pneumonia.

Essential to numerous chemical reactions in the body, zinc has the ability to regulate the production of T cells, deters enlargement of the prostate gland, protects the liver, and maintains reproductive organ health. Zinc repairs tissues, stabilizes cell membranes and inhibits abnormal clotting, all of which are important for healing. Zinc is important for over 300 enzymes in the body having wide reaching effects such as heart health and cancer prevention.



# Our Promotions (continued)

## Serratiopeptidase

Serratiopeptidase is a proteolytic (digestive) enzyme that is isolated from the bacterial organism *Serratia 15e*, which inhabits the gut wall of the silk worm. Its natural purpose is to help the silkworm break free from its cocoon. It has been found useful to humans for the breakdown of non-living tissue.

The enzyme causes proteolysis of all non-vital tissues including blood clots, cysts, tissue plaques and cellular debris and reduces the inflammatory response.

The 75,000 or 90,000 energy units of serratiopeptidase are the driving force behind the breaking down of non-living tissue and cellular debris from inflammatory response. The inhibition of the release of pain-inducing ammonia (bradykinin) is another benefit of serratiopeptidase. Improved cardiovascular health is also achieved through the breaking down of fibrin (a by-product of blood coagulation). SERRATIOPEPTIDASE can also be employed to alleviate pain and discomfort associated with carpal tunnel syndrome, upper respiratory problems and allergies.

Serratiopeptidase allows maximum blood flow and eases the work required to remove dead tissue, allowing for faster healing, which is a more proactive and long-term approach to inflammation.

Allow SERRATIOPEPTIDASE to set you free of pain and discomfort like it enables the silkworm to break free of its cocoon.



## Vitamin B12 (methylcobalamin)

Vitamin B12 is a member of the vitamin B complex also called cobalamin and is important to good health. It helps maintain healthy nerve cells and red blood cells, and is also needed to make DNA, the genetic material in all cells. Vitamin B12 is bound to protein in food. Hydrochloric acid in the stomach releases vitamin B12 from protein during digestion. Once released, B12 combines with a substance called intrinsic factor (IF) before it is absorbed into the bloodstream.

Vitamin B12 is necessary for the synthesis of red blood cells, the maintenance of the nervous system, and is very important for the growth and development in children. Deficiency can cause anemia and the degeneration of nerve fibres. Irreversible neurological damage can also occur.

Vitamin B12 is also necessary for the rapid synthesis of DNA during cell division. This is especially important in tissues where cells are dividing rapidly, particularly bone marrow tissues responsible for red blood cell formation. If a deficiency occurs, DNA production is disrupted and abnormal cells called megaloblasts are formed. This results in anemia. Symptoms include excessive tiredness, breathlessness, listlessness, pallor, and poor resistance to infection. Other symptoms can include a smooth, sore tongue and menstrual disorders. Anemia may also be due to folic acid deficiency, folic acid also being necessary for DNA synthesis.

New Roots Herbal only uses methylcobalamin in all its products. This form is much better absorbed.



Prices herein are valid from April 1<sup>st</sup> to May 15, 2009

Please note that we will be closed for the following holidays:

April 10      Good Friday  
May 18      Victoria Day

Also, we will be at CHFA Expo West (Vancouver) April 4-5.



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