



# NaturalFacts

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

February 16 to March 31, 2010



**Safety • Knowledge • Science • Results**



**240 hours of testing and research every week  
Our full-time laboratory is staffed with 1 PhD, 3 MSc and 2 BSc**

# March Madness

Researched & written by Gord Raza, B.Sc.

March break (aka Study break, Spring break or winter-week-in-the-sun-to-look-forward-to-surviving-another-long-bleak-Canadian-winter break) has gone from being a luxury for the privileged minority to a near mandatory road trip to Disney World or a chartered vacation to an all-inclusive destination. Television advertisements are commonplace during the winter months warning us of the dangers of various types of hepatitis to be aware of and the need for appropriate vaccinations; however, hepatitis is merely one of the many unwanted souvenirs we can bring home following a week of "fun in the sun."

There are a host of insect-related illnesses that require simple common sense to avoid, such as the use of repellents and wearing proper long-sleeve garments during evening hours. Travelers' diarrhea (TD), or "tourista" as it is referred to in Latin countries, still remains among the

most common ailments that are easily avoidable yet potentially life threatening if not treated.

There are three main causes of TD: bacterial, parasitic, and viral. Prior to the prosperity of the last several decades and the increase in leisure travel, this form of diarrhea was most often associated with the cramped quarters and lack of personal hygiene associated with poverty and warfare.

The most common form of bacterial infection is contracted through *Escherichia coli*, or the Gram-negative pathogens belonging to the genera *Salmonella* and *Shigella*. The organism responsible for most parasitic infections is *Giardia lamblia*. This parasite is extremely resilient, and conventional treatments often have adverse side effects. The majority of virus-related illnesses are caused from infection by the norovirus, which is a result

of contaminated food or water and person-to-person contact. This virus proliferates in the small intestine. The norovirus has become associated with cruise ship travel in the last several years with several well documented outbreaks; however, any area of high population density such as an elementary school or old age home could be fertile ground. The symptoms of this illness include gastroenteritis, diarrhea, muscle pain, and fever.

Studies of North American travelers to sunny climates have reported incidences of up to 50% of vacationers spending a few days of not straying too far from the nearest facilities.

New Roots Herbal has an abundance of products suited for the prevention and treatment of travel-related ailments that will allow you to protect your investment in precious holiday time.



Thank you for your continued support in this campaign.  
Together we will reach our goal!  
Log on to [saveournaturalhealthproducts.ca](http://saveournaturalhealthproducts.ca)  
and voice your opposition.

## Contents

- 2 **March Madness**
- 4 **Coronary Heart Disease Knows No Gender**
- 6 **Shedding Light on Material Integrity**
- 8 **Renal Respect**
- 10 **Flame vs Flu**
- 11 **Returns from Mass Marketers**

Products presented in articles are featured in the discount list appearing on page 12.

## GrapefruitSeed



Grapefruit seed extract provides broad-spectrum antimicrobial activity. Echinacea exhibits antiviral action to ward off infection. The bitter chemicals in *Artemisia absinthium* (wormwood) are known for their antiseptic and antiparasitic properties.

#885 ... 405 mg..... 90 capsules

## GrapefruitSeed Liquid concentrate

A few drops of Grapefruit Seed Liquid Concentrate in a 12-oz. bottle of spring water provide effective bactericidal protection. 15 to 20 drops in a gallon of water can make an effective rinse for fruits and vegetables purchased from the local market. The 35 ml format is an excellent portable format to meet your antibacterial needs for a couple of weeks.



#141 ..... 35 ml #142.. 112 ml #9..... 250 ml

## PurgeParasitis



Purge Parasitis is formulated with 12 natural ingredients to support immune system function and rid the body of most common species of parasites.

#482 ..... 90 capsules  
#935 ..... 180 capsules  
#936 ..... 360 capsules

## Cloves

Cloves have a long history for topical pain relief in dentistry, and taken internally act as an anti parasitic and help control intestinal discomfort and flatulence.



#250 ..... 100 capsules

## BlackWalnut Hull Liquid extract

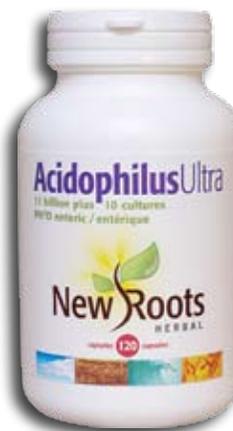
### BlackWalnut Leaves & Hulls

Both liquid and capsule forms of black walnut contain flavonoids and tannins, which act as astringent restoratives. This plant acts as a tonic for the blood supply and has been proven effective in the treatment of intestinal parasites.



#623 ..... 60 ml  
#841 ..... 100 capsules

## AcidophilusUltra



Each capsule contains 11 billion CFU's of 10 beneficial probiotic strains. A healthy digestive tract stimulates immune system function, and can prevent the proliferation of pathogenic microorganisms along with their symptoms, including bloating, diarrhea and cramps, among others.

#1270..... 30 capsules #495..... 120 capsules  
#4..... 60 capsules #940..... 250 capsules

## Wormwood



The strong bitters in wormwood make it an effective antiparasitic and invigorate digestive function.

#249 ..... 100 capsules

## WildOregano C93



New Roots Herbal's Wild Oregano C93 is steam-distilled, chemical-free, and boasts a 93% carvacrol content. A few drops taken daily represent powerful antibacterial, antiviral, and antifungal protection.

#1233... 15 ml #1255... 30 ml #1266... 60 ml



# Coronary Disease Knows No Gender

*Researched & written by Gord Raza, B.Sc.*

February is designated as Heart Month in Canada. Coronary heart disease (CHD) and cancer collectively account for more than half of disease-related deaths in Canada. The encouraging news in relation to CHD is that the risk factors are well known and *per capita* mortality rates are declining. Lifestyle choices regarding heart-healthy diets, stress management, smoking cessation, and leading an active lifestyle are all elements within our reach to improve our odds against Canada's top killer.

Coronary heart disease has traditionally been typecast as a disease that primarily afflicts men 45 years of age and up. The risk of myocardial infarction for men in their forties is twice

that of women; however, coronary heart diseases are also the leading cause of death for women. Premenopausal women benefit from the positive effects that estrogen exerts upon the production of cholesterol at the hepatic level. Estrogen promotes the production of HDL (good cholesterol) and impedes the production of LDL (bad cholesterol). Unfortunately, between the ages of 51 (average onset of menopause) and 65, the estrogen deficiency that occurs in post-menopausal women results in a dramatic rise in coronary heart disease, until they reach parity with their male counterparts around the age of 65<sup>[1]</sup>. An even more disturbing possibility among the medical

community is the existing bias that physicians may overlook symptoms of CHD in women and dismiss them for lesser ailments.

## Natural Risk Factor Reduction

The good news regarding CHD is the wealth of natural solutions for managing your risk factors. New Roots Herbal has been a pioneer in the formulation of products that improve arterial elasticity, prevent dietary absorption of LDL at the intestinal level, and improve lipid profiles in general. Our dynamic product line features a range of products to address heart health naturally and free of troublesome side effects.

[1] Canadian Women's Health Network  
<http://www.cwhn.ca/node/40802>



### Sterols & Sterolins

Plant sterols improve blood lipid profile and act as an immune system modulator.

#1191 . . . . 120 capsules #1194 . . . . 240 capsules

### SuperImmune Sterols & Sterolins

The 156 mg of beta-sitosterols per capsule regulate blood lipid profile and are a powerful modulator of immune system function.

#1008 . . . . . 30 capsules #1195 . . . . . 120 capsules  
#1197 . . . . . 240 capsules



### Sterols & Sterolins Children's Strength

All the coronary and immune system benefits of sterols and sterolins formulated for children.

#1223 . . . . . 90 capsules

### Sterols & Sterolins Cholesterol

An excellent alternative to statins for cholesterol reduction without harmful side effects.

#221 . . . . . 60 softgels #223 . . . . . 120 softgels



### Lower Cholesterol

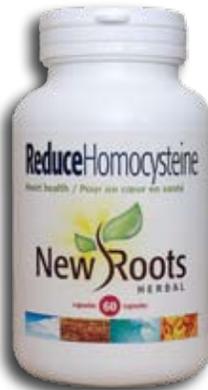
Inhibits LDL production at the hepatic level and impedes intestinal absorption of harmful cholesterol.

#1340 . . . . . 60 softgels

### Reduce Homocysteine

Improves blood lipid profile and targets the amino acid homocysteine, which has been linked to atherosclerosis.

#1177 . . . . . 60 capsules



### HeartSmart Olive Oil

The 7% phytosterol content actively block intestinal absorption of dietary cholesterol.

#1399 . . . . . 250 ml



### Co-Enzyme Q10

Critical myocardial function can be compromised as a result of coenzyme Q10 depletion.

#679 . . . . . 30 mg, 120 c. #681 . . . . . 60 mg, 30 c.  
#682 . . . . . 60 mg, 60 c. #288 . . . . . 100 mg, 60 c.  
#1290 . . . . . 300 mg, 30 c.

### Cho-less-terin

Guggul stimulates metabolism of LDL at the hepatic level.

Plant sterols block intestinal absorption of LDL. The active ingredient in red yeast rice extract (lovastatin) reduces levels of LDL.

ECGC within green tea extract prevents oxidation of LDL.

#1274 . . . . . 90 tablets #1275 . . . . . 180 tablets



### Odourless Garlic

Delivers all the benefits of garlic without the unpleasant odour.

#778 . . . . . 90 capsules

### Clean Arteries

Formulated to work in synergy with Cho-less-terin to improve vascular vigour.

#1170 . . . . . 90 capsules



# SHEDDING LIGHT ON

When you reach for one of our bottles you can be confident that you are getting a consistent product, although in the natural health products industry we face unique challenges in ensuring that raw materials and products are consistent. It is easy enough to be sure that a simple single molecule, such as aspirin, omega-3's or vitamin B<sub>12</sub>, is what it should be – and as pure as it should be. The situation changes when we are working with herbs such as white willow, saw palmetto and dandelion root.

Season to season and crop to crop, there are wide variations in the output of harvests. As well, plants are complex organisms composed of a lot more than just one molecule: they are alive. Using high performance liquid chromatography (HPLC) and pharmacopeial methods, we can identify a plant by looking at marker compounds. If we want to be even more certain, we can test the ratio between many marker compounds. Yet even these types of tests, which go beyond a simple examination of only one marker, can be deficient. This is because a plant's quality is reflected by more than just a few marker compounds.

Granted, life grows based on the instructions its genes define and subject to its environment. The same species can be grown in a consistent environment; however, this does not always necessarily translate into a product that is biochemically identical. By contrast,

single-molecule substances created from artificial synthetic processes are chemically identical.

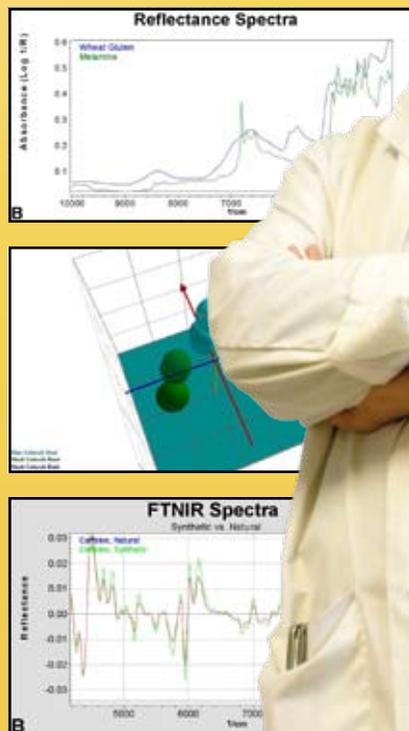
Health Canada has established a requirement that natural health product companies ensure the identity and quality of the products they market. Established methods for testing of natural health products are in actuality non-existent in the public domain for most natural health products. Due to the ambiguous nature of natural health products, some companies may elect to only look at a specific marker. These types of analytical techniques do not take into consideration important factors, such as freshness, that would not impact identity of the plant but would have an effect on its quality and effectiveness. Overwhelmed by the task, most manufacturers contract the job to third parties with questionable analytical methods that lack insight into the nature of natural health products. This is a shortcut to avoid developing their own expensive and time-consuming knowledge base.

To identify these plant-based raw materials, we need highly technological instruments that allow us to look at a fingerprint of all the constituents

of a plant, rather than only certain markers. These instruments must be flexible enough to accommodate slight variations in crops without sacrificing quality.

It is only after considering multiple analytical techniques that we chose to include the use of near-infrared (near-IR) technology within our quality control program.

Because near-IR works in the “near infrared” portion of the spectrum, it can look deep into raw materials to quickly and accurately give precise information about a raw material, once a profile is built.



# MATERIAL INTEGRITY

Near-IR is considered a secondary analytical method, because it serves to confirm that a sample is the same as another sample that has been verified. In other words, if you are holding in your right hand a sample of what you know to be *Echinacea* you accept, you can compare this sample to a substance in your left hand to confirm that they are both the same. Including more samples of what you know to be *Echinacea* that you accept helps build a profile of your raw material, so that you can accept samples within the "range" of all of your reference samples. Hence the technology is flexible enough to allow for variability, but strict enough to pick up on adulterated or low-quality samples, or samples that are not *Echinacea* at all.

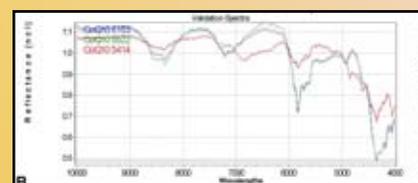
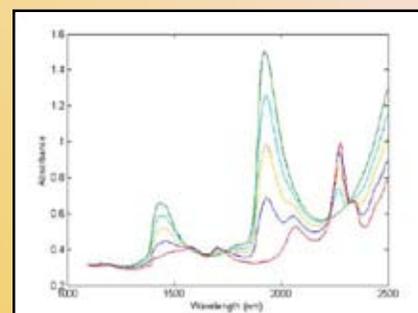
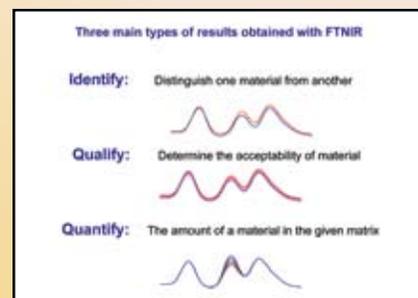
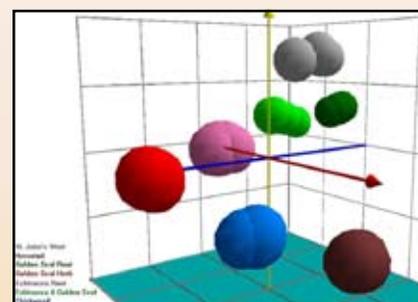
The creation of these profiles can be quite complex and analytical. Mathematical models are used to reconcile the information

between samples, and we use more advanced cluster analysis to build profiles (representation of spectral information into a three-dimensional image). This project is headed by a Master of Science in the field of automatic testing instrumentation, dedicated to the field of near-infrared (NIR) technology.

Our above-mentioned reference standards originate from Sigma-Aldrich, Chromadex, Fisher and other reputable sources, to guarantee that our source ingredients measure up to the highest standards. Standards that cannot be obtained from established standards libraries are confirmed and validated through a combination of primary analytical methods, including HPLC, Spectrophotometric and Organoleptic Analysis.

Near-IR technology works along with ICP-OES (Inductively

Coupled Plasma–Optical Emission Spectrometry), HPLC (High Performance Liquid Chromatography), and GC/MS (Gas Chromatography/Mass Spectrometry) to guarantee the integrity of our ingredients from the raw material stage to finished product.



Researched & written by Moussena Kermasha



# Renal

*Researched & written by Gord Raza, B.Sc.*



#1346..... 100 capsules



#1079..... 90 capsules

Kidneys are arguably the most important – yet overlooked – organs essential for our overall health and vigour. The context we most often refer to regarding kidneys is with kidney failure and kidney disease. The kidneys do get some indirect benefit by means of research into coronary heart disease and diabetes, as hypertension and diabetes are the two major causes of kidney disease.

Kidneys filter approximately 200 litres of blood daily to produce about 2 litres of waste (urine). The nitrogenous wastes filtered from the blood are the result of tissue breakdown and overall metabolic function. The production of the hormones erythropoietin (which stimulates bone marrow for red blood cell production), renin (a blood pressure regulator) and calcitrol (an active form of vitamin D for the maintenance of strong bones) are among the repertoire of renal responsibilities. Kidney function also includes the regulation of the metabolic minerals, sodium, potassium, and phosphorous. Perhaps the

most critical role of kidney function is osmotic regulation, considering that roughly 70% of the average human is water.

We filter everything: the air in our ventilation systems, the oil in our cars, and the water we drink. The difference between all these filters and our kidneys is that we replace or clean them on a regular basis; unfortunately, our kidneys don't come with a lifetime warranty. Springtime is synonymous with cleaning; why not consider some spring cleaning for your kidneys?

New Roots Herbal has several products formulated to support renal function and keep the kidneys, ureters, bladder, and urethra cleansed and free of bacterial infection. Renal performance relies upon several factors: effective circulation of blood to and from the kidneys and nutritional support for diuretic function. Kidney, Clean Flow and Cranberry contain the essentials for promoting tissue repair and keeping the approximately one million nephrons per kidney operating at peak performance.

# Respect

## Kidney

Uva ursi, also known as bearberry, is an excellent antiseptic that contains several actives that fight infection, including hydroquinone. Uva ursi contributes to a healthy urinary tract and can discourage kidney stone formation.

The volatile oils in buchu (*Agathosma betulina*, previously *Barosma betulina*) increase urinary output and are sought after for their antibacterial properties.

Parsley, the world's most popular herb, is rich in volatile oils and flavonoids that act as a mild diuretic and provide relief when urination is painful.

Ginger enhances peripheral circulation and has a soothing effect on the gastrointestinal tract.

Marshmallow (*Althea officinalis*) is rich in vitamins and minerals and is known for its anti-inflammatory and

antibacterial properties, along with being a deterrent for kidney stone formation.

Juniper berry: the same volatile oils that give gin its distinctive flavor are effective as a urinary antiseptic and diuretic.

## CleanFlow

Juniper, Prince's pine, and parsley improve diuretic function naturally.

Althaea, goldenrod, and buchu leaves reduce urinary tract inflammation.

Cranberry, birch leaf and corn silk prevent bacterial infection, cleanse renal tissue, and reduce the possibility of kidney stone formation.

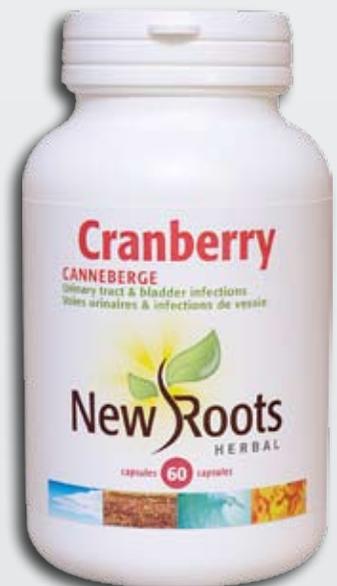
Ginger root and Cayenne improve both efferent and afferent blood circulation to optimize kidney function.

Asparagus promotes cellular activity within the kidneys and increases rate of urine production.

The alkaloid piperine from black pepper extract (95%) is a strong kidney tonic; it intensifies the bioavailability of the ingredients within the formula.

## Cranberry

Our special high proanthocyanidin cranberry extract delivers the antibacterial benefits for preventing urinary tract infections (UTIs), and if taken in time and quantity, will heal UTIs.



#1051..... 60 capsules



# Flame vs Flu

Researched & written by Gord Raza, B.Sc.



The race is on: it looks like there will be a “photo finish” between the number of Canadians to carry the Olympic torch and the confirmed cases of Canadians who contracted the H1N1 flu virus.

Approximately 12,000 Canadians have participated in the cross-country trek to celebrate the Olympic spirit.

The number of Canadians hospitalized with the H1N1 flu virus between April 12, 2009 and January 16, 2010 was 9983. The H1N1 flu virus also claimed the lives of 422 people during that time span.

It is difficult to estimate the number of Canadians that have received the H1N1 vaccine. Our government purchased 50.4 million vaccines with 24,143,000 having been distributed throughout the provinces and territories. We have pledged

5 million doses to the World Health Organization and loaned 5 million doses to Mexico. The math is simple; approximately half of Canadians chose to get vaccinated.

The common flu virus, that runs primarily between November and April, affects 10 to 25% of Canadians (3,398,300 to 8,495,750) annually, with approximately 4,000 to 8,000 deaths.

Source: Public Health Agency of Canada FluWatch. Data compiled between April 12, 2009 and January 16, 2010

Leading a healthy lifestyle and supporting immune system function naturally still seems to be the best defense against all forms of flu. New Roots Herbal has 17 products specifically formulated to support immune system function.

Wild Oregano C93 is among the most popular and portable of the New Roots Herbal product line.

Thymol occurs naturally in wild oregano oil and is essential to the natural integrity of the product. However, too much is unsafe; New Roots Herbal’s WildOregano C93 thymol content is less than 0.4%.

Carvacrol is the predominant phenol in WildOregano C93 and it exerts antibacterial action against both Gram-negative and Gram-positive bacteria, including *Escherichia coli* and *Pseudomonas aeruginosa*, by disrupting the integrity of the bacterial membrane.

Background image: H1N1 virus



#1233	....	15 ml
#1255	....	30 ml
#1266	....	60 ml

# Returns from Mass Marketers

Within the next several months, independent, grassroots retailers like yourselves throughout Canada will likely receive an onslaught of “deep discount” offers of products from mass marketers who jumped at the opportunity to sell to the mass market.

The Canadian Pharmacists Association (CPhA) issued a directive that all natural health products without NPN’s must be removed from their shelves. This includes those discount chain pharmacy stores and

big box stores.

Millions of dollars of stock will be stripped from the shelves, shipped back to marketers, dusted off, cleaned up, restocked, and handled once again to try and sell to you.

We look forward to weathering the challenges our industry faces in the future and continue to develop innovative, safe, and effective products to offer exclusively to health food stores.

*Written by Gord Raza, B.Sc.*

## Comments Welcome

At New Roots Herbal, we are committed to offering always the best possible service.

This is why we welcome any comments or suggestions that you, our valued customers, would happen to have concerning any possible aspect of our business.

Please e-mail us at [service@newrootsherbal.com](mailto:service@newrootsherbal.com). We will be happy to receive your comments.

### Upcoming Advertisements

- Acidophilus Ultra
- Cho-less-terin
- Forsight
- Liver
- Multi-Max Immune
- Prostate Perform
- Slimmer System
- WildOregano C93

### Look for Us in These Magazines

- Alive
- Alive + Fit
- Émeraude Plus
- The Herbal Collective
- Le Journal Vert
- Synchronicity
- Tonic Toronto
- Vitality