



Natural Facts

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

April 1st to June 30, 2010

Spring Cleaning

Body Rejuvenation Kit

Heavy Metals

Learn How We Test

Enzymes

Measuring Their Activity

Special Three-Month Edition

April, May, June 2010

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

Battle With Bacteria

Gastroenteritis (gastro) is running rampant in hospitals and clinics throughout Canada, with the resulting closure of entire departments. Hand sanitizers and security guards with face masks in reception areas are proactive measures that further reinforce that this is the last place you want to be short of a life and death situation.

Gastro is the inflammation of the mucous lining of the stomach and intestines, caused by viral or bacterial infection. Symptoms include vomiting, fever, and most often diarrhea. Secondary infection of the *Clostridium difficile* bacteria is also common within the hospital environment.

Your intestinal tract is inhabited by approximately 100 trillion microorganisms. Ongoing research continues to show

additional benefits to probiotic supplementation at higher dosages, with no ill effects. Supplementation with enteric-coated probiotics (for example, *Acidophilus Ultra*) for on-going support of immune system function give your body the tools necessary to resist the colonization of pathogenic microorganisms within your intestinal tract.

The best defense against the life-threatening effects of gastroenteritis and *C. difficile* infection are to supplement with *Hospital Bacteria Defense* before entering the doors of any hospital or clinic. The *Saccharomyces boulardii* strain of beneficial yeast in this formula, resistant to stomach acids, actively blocks the establishment of *C. difficile* and defends your body from other harmful microorganisms.



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Products presented in articles are featured in the discount list on page 24.

All texts researched & written by Gord Raza, B.Sc.



Thank you for your continued support in this campaign.
Together we will reach our goal!
Log on to saveournaturalhealthproducts.ca
and voice your opposition.

Product Feedback

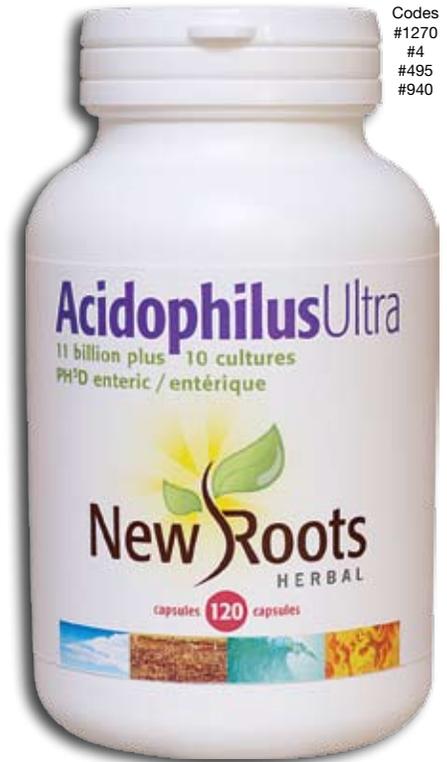
Our customer service department recently received feedback from an 83-year-old customer sharing his amazing results with **Acidophilus Ultra**. He has an extensive science background and chose Acidophilus Ultra to address his symptoms of bowel discomfort, lack of energy, and insomnia. His abdominal pain was so intense he thought he was dying of some form of disease.

He started a program of 4 capsules, 3 times daily, for a period of 6 weeks. Over the subsequent six weeks, he reduced his dosage to 3 capsules 3 times daily. He now takes 3 per day at 8 hour intervals as his maintenance program.

He stressed to our customer service representative the importance of the enzymes produced by probiotics in overall health. His energy level improved, he felt young again, his abdominal discomfort subsided, his son even observed a noted improvement in his father's hearing.

The old saying, "You are what you eat" is fundamentally flawed; you are what you *digest* and *assimilate into your body* to maintain healthy metabolic function. An unhealthy intestinal tract not only lacks the tools necessary for effective digestion and absorption of nutrients and electrolytes: it's also unable to effectively produce adequate amounts of vitamin K and several of the B-complex vitamins.

Although his ailment was undiagnosed, and it is difficult to pinpoint the exact reason of the improvement of this man's health, we are obviously pleased with the results. The last several years, there has been a vast amount of clinical evidence supporting the multitude of health benefits associated with the use of probiotics. Stay tuned, as only time will tell the many benefits that result from maximizing intestinal function, including benefits for digestive health, immune system function, cardiovascular vigour, autism, schizophrenia, bipolar disorder and many other chronic illnesses.



Acidophilus Ultra

- One-a-day advanced probiotic really delivers
- Helps eliminate gas, bloating, constipation, diarrhea, Candida yeast, bad breath, and dull complexion
- 11 billion active cells, with PH⁵D enteric coating that ensures all 11 billion beneficial cells arrive alive and safe after surviving stomach acids

Kids and Carvacrol Compliance

Oregano is one of the world's most popular herbs; it's renowned for its health benefits, and has a flavour that influences culinary styles worldwide.

The purity and potency of wild oregano oil taken for wellness is often a challenge for the adult palate, let alone children.

We recently had a customer that reported she was at the end of her rope with her 14-year-old son suffering from a cold, but was due to head off on a week-long ski trip.

After a series of unsuccessful attempts taking some wild oregano oil (including dilution with water, yogurt, apple sauce, and a



couple of fruit juices), she broke down and opened a bottle of organic cola.

A few drops of Wild Oregano C93 under the tongue, followed up with some organic cola, worked great. The teenager claimed it actually left an aftertaste similar to Brio, Italy's popular soft drink that has the bittersweet taste of the chinotto fruit.

How was the ski trip? It turned out to be wonderful and free of cold symptoms.

We Walk, We Run, We Cycle, We Paddle, We Skate, We Ski, We Cope...

April is cancer prevention month in Canada. New Roots Herbal has over 25 products dedicated to strengthening your immune system in order to improve overall health and resistance to diseases. Here's a few.

Anti-Inflamma

A natural COX-2 inhibitor proven to reduce both pain and inflammation. Used before and after treatment, ANTI-INFLAMMA can give you the peace of mind you need to concentrate on making a full recovery.

Do not use while on chemotherapy. Stop taking 2 days before chemotherapy. Take ANTI-INFLAMMA only 30 days after your last chemotherapy treatment has ended.

Freedom "C" Essence

A classic tea formula used to boost the immune system, cleanse the blood and provide vitamin & mineral support, Freedom "C" Essence can be thought of as a detoxification program. The herbal remedy, composed of sheep sorrel herb powder, burdock root powder, Turkish rhubarb root powder and slippery elm bark powder, has been used by Ojibway native people for a very long time to rejuvenate body and mind.

Indole-3-Carbinol

Indole-3-carbinol is responsible for the antioxidant properties of vegetables such as broccoli, cabbage, brussels sprouts, and cauliflower. The antioxidant activity of Indole-3-Carbinol protects cells from the harmful effects of environmental toxins. A study has shown it to inhibit the growth of cancer cells, along with inducing apoptosis (programmed cell death).



Codes
#1285
#1160



Code
#708



Code
#1151

...and We Hope

R+AlphaLipoic

R-alpha-lipoic acid plays a critical role in energy production at the cellular level.

It is also an excellent antioxidant. Its ability to cross the blood-brain barrier is also believed to protect the brain from free radical damage.

R+ AlphaLipoic ensures our body has the necessary tools to trigger cellular energy production, help neutralize free radicals, and aid in the general well-being of our central nervous system.



Pau D'ArcoTaheebo

Found to have anti-bacterial, anti-viral, anti-parasitic and anti-fungal properties. Pau D'Arco Taheebo eliminates toxins in the body, purifies the blood, and fights diseases. It also treats ulcers, diabetes, rheumatism, ring worm, bronchitis and other respiratory problems.

Prevent / Prevent44

Each capsule provides 375 mg of pure EGCG, the studied active medicinal isolate.

Our Green Tea has a special therapeutic power charge of 75% EGCG – a power house that helps fight disease. Clinical studies prove EGCG works.

Green Tea EGCG has been proven effective at 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.

A new product, PREVENT44, has been developed to be used during 'chemo.' Take PREVENT before and after chemo, and take PREVENT44 during chemo.



Code
#124



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#1204
#1145



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#1305

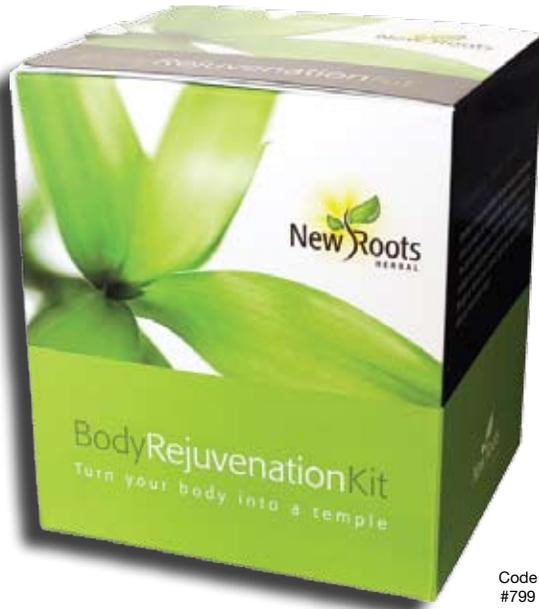


Spring

Spring is in the air: turn your thermostat off, open your windows, put away your winter clothes, air out your duvet cover, start germinating seedlings for your summer garden, and return your barbecue to its rightful place.

*Forget anything?
What about YOU?*

Cleaning



You've probably spent the last five months cooped up indoors, caving into carbohydrate cravings and eating a diet lacking in vitamin-rich local produce. Your intestinal tract – and specifically your colon – is most likely due for a spring rejuvenation program to renew, refresh, and restore optimal efficiency. Over 12 years ago, New Roots Herbal developed the **Body Rejuvenation Kit**. These five products work together to liberate the intestines, specifically the colon, from the buildup of toxic residue from environmental pollutants which inundate the body and the extra-delicious-but-not-so-good-for-me meals, and prevent efficient nutrient absorption and vitamin synthesis.

Don't forget that **Acidophilus Ultra** is part of the program; however it is sold separately due to refrigeration requirements during shipping and storage.

Pancreatin 4x Enteric-Coated

This powerful digestive enzyme is essential for the digestion of complex proteins, and fats to supplement pancreatic performance as we age. This enteric-coated capsule arrives intact at the intestinal level to aid in the digestion and the dissolving of putrefactive matter in your colon.

The Body Rejuvenation Kit contains 1 bottle of **Pancreatin** 120 tablets 325 mg

Codes
#17
#715
#716



Fibre Ultra Rich Plantago

This unique psyllium powder formula gently removes toxins and waste buildup in the entire gastrointestinal tract. It also contains prebiotics to promote the proliferation of bifidobacteria within the colon.

The Body Rejuvenation Kit contains 1 bottle of **Fibre Ultra Rich Plantago** 340 g

Codes
#165
#166



Springlife

Springlife is an effective, 100% herbal formula designed to activate the cleansing power of the body. It promotes the dissolution of impacted toxic buildup on the intestinal walls, and promotes a thinning of lymph fluids, which play a major role in immune system function. It removes compacted fecal matter in pockets within the colon. Springlife is formulated

Codes
#12
#13





with chickweed, Irish moss, cloves, plantain, rosemary, bayberry bark, and corn silk extract, all of which are recognized for their cleansing power.

The Body Rejuvenation Kit contains
1 bottle of **Springlife** 100 tablets 1000 mg

Bentonite

Bentonite is a special liquid clay suspension that attracts and adsorbs 40 times its weight in toxins. The process of adsorption is an actual binding of toxins to the bentonite molecules for excretion, as opposed to absorption, which is simply



Code
#14
#15

the filling of pores in a solid. Bentonite helps in the flushing process and prevents the reaccumulation of compacted fecal matter dislodged by Springlife and Fiber Ultra.

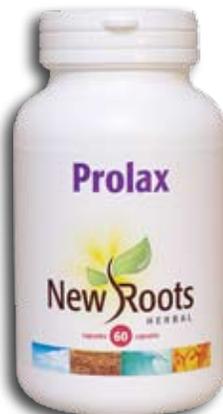
The Body Rejuvenation Kit contains
1 bottle of **Bentonite** 500 ml

Prolax

Prolax is an alternative herbal formulation of 7 traditional herbs recognized as mild cathartics which promote elimination of toxins and prevent constipation.

The Body Rejuvenation Kit contains
2 bottles of **Prolax**
60 capsules
430 mg

Code
#16

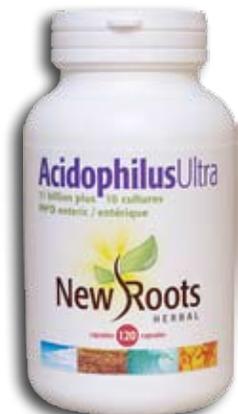


Acidophilus Ultra

Acidophilus Ultra is a unique formula containing 10 scientifically proven strains of complementary probiotic cultures. It promotes regularity and bowel function, and reinoculates the intestines with probiotics that provide a barrier to the establishment of pathogenic microorganisms. Acidophilus Ultra is delivered in a PH⁵D enteric-coated capsule to ensure that the 11 billion live cells arrive alive in the intestines.

Acidophilus Ultra
is sold separately as it requires refrigeration during storage and shipping

Codes
#1270
#4
#495
#940





Making the Grade

The analytical laboratory at New Roots Herbal has grown from our first full-time employee in 2005, to the most technologically advanced laboratory in our industry, within the last five years.

Every lot of raw materials that we receive is subjected to a rigorous battery of tests, to determine the identity, purity, and potency of the material down to the atomic level. With the over 300 products we manufacture, that represents in excess of 240 hours of testing per week.

The extensive testing of raw materials has generated a significant rejection rate, and improved the quality of materials received for consideration in our product line. The streamlining of our supplier network has led us to ponder the question: "Who *are* they selling their products to?"



FEATURED PRODUCTS FOR SPRINGTIME

**With A Focus
On Feminine
Health**



Code
#1065



FeminaFlora

The key to preventing chronic and frequent recurrences of yeast infections is to address the cause—not just the symptoms. The specific probiotics in Femina Flora create a hygienic acidic environment that forms a protective barrier against harmful bacteria, fungi and other pathogens for the vagina, fallopian tubes and ovaries.

Codes
#209
#937



Energy

Energy taps into vitamin B-rich royal jelly to support adrenal function, and bee pollen to increase stamina and energy levels. Red Panax ginseng helps the mind and body cope with stress, and Siberian ginseng increases endurance and recovery time. Astragalus, licorice root, and suma round out the formula to regulate immune response and improve nervous system function.

Codes
#232
#948



Menopeace

Formulated to make menopause as smooth and peaceful as possible. Red clover isoflavones, black cohosh, chaste tree berry, dong quai, dandelion root and wild yam extracts work to relieve hot flashes, sweating and heart palpitations. They also help with vaginal thinning, drying, and regulate hormone production. Menopeace makes menopause a comfortable experience.

Codes
#131
#21



CandidaStop

Gives you a healthy, fresh feeling. Its 10 natural Candida fighters help kill fungus, bacteria and parasites; they combat bloating, gas and headaches; and this gives you a renewed boost of energy! Candida albicans overgrowth in women can cause vaginal burning, erratic periods, inconsistent flow and more; in men, it can lower the libido. Frequent infections can occur in children.

Codes
#296
#297
#950



StrongBones

Osteoporosis, a painless disease without symptoms, unfortunately gets diagnosed following debilitating fractures. Strong Bones contains microcrystalline hydroxyapatite, the most readily absorbable form of calcium, formulated with magnesium and vitamin D3 to maximize bioavailability, help maintain critical bone mass, and help reverse osteoporosis.

Code
#1079



CleanFlow

A pain-free program that gently releases debris and toxins from your body. Clean Flow improves kidney function, promotes tissue healing and increases urine flow. Plus, it helps your kidneys maintain the optimum balance of minerals, vitamins, and hormones in your blood. You can trust clean flow's pain-free, 30-day program to keep your kidneys functioning at their best.

Code
#666



MumMaMilkstream

Used to promote lactation and enhance the quality of breast milk, this combination is high in minerals, particularly calcium and magnesium. The formula is a synergistic blend of fennel seed, blessed thistle, raspberryw leaf, burdock root and red clover extracts, chosen for their positive effects on the process of lactation.

EPA 660
DHA 330
Codes
#1253
#1280
18% EPA
12% DHA
Codes
#1001
#1002
#1003



WildOmega3

Omega-3 fatty acids have been recognized as fats beneficial to heart health; however eating 3 meals weekly of salmon and other fish rich in omega-3's is challenging. Each softgel of our Wild Omega 3 contains 1105 mg of total omega-3 fatty acids to lower triglyceride levels, ease joint pain associated with arthritis and rheumatism, and thin blood to reduce the risk of heart attack and stroke.

Code
#327



CoralCalcium

Made from 100% pure Okinawan coral, with magnesium, boron and vitamin D added for maximum absorption. Human bones act as a calcium store; if your diet does not supply enough, your body will extract what it needs from your bones, leaving them brittle and creating an acidic cellular environment possibly allowing for the development of osteoporosis.