



# NaturalFacts

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

July 1<sup>st</sup> to August 31<sup>st</sup>, 2010

## Choose to Care

Making a Difference

## Product Launches

Summer 2010

Probiotic Rescue  
and Sleep<sup>8</sup>

## Understanding Enteric Coating

## Promotions on Advertised Products

Up to 60% off



Come visit our redesigned website!  
[www.newrootsherbal.com](http://www.newrootsherbal.com)



# Wild Oregano C93

## Naturally Safe and Effective Carvacrol & Thymol Content

At New Roots Herbal, our steam distilled Wild Oregano C93 has carvacrol content in excess of 90%: the highest naturally occurring carvacrol content as a percentage of total volatile oils. However, the existence of the other volatile oils in a naturally occurring, safe, low ratio ensure that our industry leading Wild Oregano C93 thymol content works synergistically to get results with a safe, natural, and adequate dosage. Our thymol content is at a safe low level at less than 0.102% in Wild Oregano C93.

The Physicians' Desk Reference Guide for Herbal Medicines (Second Edition) recommends that strains of oregano with high thymol content are not suitable or safe for human use.



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



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.

Flavonoid rich  
passion flower inhibits the  
production of adrenal steroids that  
promote the growth of belly fat.  
A study published in the Journal of Clinical  
Pharmacy and Therapeutics showed  
that passion flower extract is as effective  
as pharmaceutical sedatives for cop-  
ing with stress and anxiety with-  
out their often dangerous  
side effects.



60 ml  
#638



# Intensive Care for the Intestines

New Roots Herbal has added another member to its probiotic product line. Probiotic Rescue delivers 50 billion live cells of 10 scientifically proven probiotic strains to reestablish the delicate microbial balance within the intestines that are necessary for great health.

The disruption to intestinal health and immune system function caused by the extensive use of broad-spectrum antibiotics has led to increased incidences of infection caused by opportunistic pathogenic microorganisms. Health Canada reports that during a six month period in Quebec, the *C. difficile* bacteria were responsible indirectly for 108 deaths. *Candida* overgrowth (candidiasis) can also occur in immune suppressed persons. The re-introduction of large probiotic colonies can prove to be effective in crowding out pathogenic microorganisms for both of these conditions.

The therapeutic effect of the 50 billion live cells in Probiotic Rescue can also serve to be an effective ally for coping with traveler's diarrhea, the bacterial infection most commonly caused by *E. coli*, *Salmonella*, and *Shigella* bacteria. Probiotic Rescue can also improve immune system function for added protection during cold and flu season.

Research studies conducted at University Cork College in Ireland have shown treatment with the probiotic *Bifidobacterium infantis*, found in Probiotic Rescue, to have normalizing effects in cases of irritable bowel syndrome. Relief from the symptoms of IBS that include constipation, diarrhea, and bloating related to overgrowth of Gram-negative bacteria, yeasts, and parasites were reported.

The strain selection and dose in Probiotic Rescue are formulated to restore the dominance of friendly gut flora (probiotics) within the intestines that facilitates vitamin synthesis, improves nutrient absorption, and restores a superior immune system function.

The colony forming capacity of the ten probiotic strains in Probiotic Rescue is supported by two prebiotics. Probiotic Rescue contains 10 mg each of fructo-oligosaccharides (F.O.S.) and arabino-oligosaccharides (A.O.S.) per capsule to selectively promote probiotic growth at the intestinal level.



Each PH<sup>5</sup>D natural enteric coated vegetable capsule contains 10 cultures of 50 billion live active healthy cells:

|                                                              |           |
|--------------------------------------------------------------|-----------|
| <i>Bifidobacterium longum</i> R0175 .....                    | 9 billion |
| <i>Lactobacillus casei</i> R0215 .....                       | 9 billion |
| <i>Lactobacillus helveticus</i> R0052 .....                  | 9 billion |
| <i>Lactobacillus plantarum</i> R1012 .....                   | 9 billion |
| <i>Lactobacillus rhamnosus</i> R0011 .....                   | 9 billion |
| <i>Bifidobacterium bifidum</i> R0071 .....                   | 1 billion |
| <i>Bifidobacterium breve</i> R0070 .....                     | 1 billion |
| <i>Bifidobacterium infantis</i> R0033 .....                  | 1 billion |
| <i>Lactobacillus delbrueckii ssp. bulgaricus</i> R9001 ..... | 1 billion |
| <i>Streptococcus thermophilus</i> R0083 .....                | 1 billion |
| Fructo-oligosaccharides (F.O.S.) .....                       | 10 mg     |
| Arabinogalactan (A.O.S.) .....                               | 10 mg     |

## Understanding Enteric Coating

Simply put, an enteric coating is a covering for an orally administered product that protects the contents from degradation as a result of exposure to the harsh acidic stomach environment for release within the upper intestines.

The water based PH<sup>5</sup>D enteric coating for Acidophilus Ultra contains the organic compound, caprylic acid. This compound also found naturally in the plant, Roman chamomile, allows all 11 billion cells to survive gas-

tric exposure and arrive alive within the intestines to exert their site specific probiotic health benefits.

Recently, we have received stories of complete nonsense by a competitor's sales team saying anything negative they can conjure up about our Acidophilus Ultra. A panel representing the European Food Safety Authority concluded that the use of basic methacrylate polymer (the same compound found in our PH<sup>5</sup>D enteric coating in Acidophilus Ultra) used as a glazing agent in food supplements is not a safety concern<sup>1</sup>.

... continued on page 6



# Supporting Those that

We at New Roots Herbal began the Choose to Care program in January 2009 with a simple goal in mind: to make the world a better place to live for all its inhabitants.

The program relies upon the support of consumers, the participation of retailers, and most of all the charities/foundations that work everyday to make the difference locally, and globally.

We're excited to support the amazing charitable efforts of those that help others and look forward to giving much more to these worthy charities/foundations through this dynamic program.

New Roots Herbal has donated \$114 257.55 as of April 30<sup>th</sup>, 2010 in support of the following charities/foundations and we thank you so much for supporting the efforts of all these volunteers on the front lines, making a difference each and every day.

Thank you,

Peter F. Wilkes

Amounts donated to Partners & Local Charities

## Grand Total:

|                                                                                                                                                                             |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <br>Food Banks<br>Canada                                                                 | \$25 683.98 |
| <br>David<br>Suzuki<br>Foundation<br><small>Solutions are in our Nature</small>           | \$16 887.27 |
| <br>Habitat for Humanity<br>Habitat pour l'humanité<br>Canada                           | \$14 173.34 |
| <br>WWF-Canada<br><small>World Wildlife Fund, Fonds mondial pour la vie sauvage</small> | \$10 133.72 |
| <br>CPAWS<br><small>CANADIAN PARKS AND WILDLIFE SOCIETY</small>                         | \$9 047.16  |

We are **now**  
averaging a  
total monthly  
donation of  
**\$11,026**

# Make the Difference

Charities from January 2009 to April 30, 2010

**\$114 257.55**



Giving  
Hope  
Today

\$8 278.78



\$7 959.09



\$4 625.60



\$3 814.97



\$3 296.73



# Summer release for Sleep<sup>8</sup>

New Roots Herbal launches its first formula to specifically target rest and relaxation in early July. Sleep<sup>8</sup> is formulated with eight ingredients that work synergistically with a single goal, a perfect night's rest.

Sleep<sup>8</sup> is suitable for everyone ranging from those with stress related insomnia to the weary traveler struggling to adjust to a new time zone.

Sleep<sup>8</sup> contains San Qi, a critical nutrient which strengthens the defense mechanisms that allow the cerebral cortex to rest and rejuvenate, along with the generation and maintenance of neurons within the cerebral cortex. The cerebral cortex is responsible for memory consolidation, learning and complex thought processes that require sleep.

## SLEEP<sup>8</sup> contains:

- ☞ Passion flower extract, 5% *isovitexin*
- ☞ Hops extract, 5% *flavones*
- ☞ Skullcap, 30% *flavonoids*
- ☞ Chamomile, 9% *flavonoids*
- ☞ San Qi
- ☞ Melatonin
- ☞ Catnip
- ☞ Magnesium bisglycinate



60 capsules  
#1403



## "Understanding Enteric Coating", continued from page 3

Just because many of our competitors wish to believe that the strength of their probiotic strains can deliver results without the benefits of enteric coating does not render enteric coating unnecessary.

Current research at Reading College<sup>2</sup> in Berkshire, England, strongly suggests the effectiveness of 32 of the most popular probiotic strains available commercially to be completely or severely compromised upon exposure to a normal stomach acid environment.

Isolates of the species *Lactobacillus casei* and *Lactobacillus plantarum* were among the probiotic strains to not survive initial gastric exposure in significant

numbers to provide benefits at the intestinal level. Several probiotic strains including *Lactobacillus delbrueckii* and *Bifidobacterium* (RbG1) were among those with a 50% survival rate at the gastric level.

The strength and effectiveness of New Roots Herbal's Acidophilus Ultra is based upon our ten complementary probiotic strains, formulated with prebiotics to support colony formation within the intestines, and delivered in our water based enteric coated capsule for safe, effective results. We believe that our Acidophilus Ultra is the best probiotic supplement available in North America, the European Union, and Japan.

<sup>1</sup>EFSA Journal 2010;8(2):1513

<sup>2</sup>2006 Gibson & Edwards

# Specials for July 1<sup>st</sup> to August 31<sup>st</sup>

| Code | Product Name                                                                   | Size         | Regular Price | Discount | Special Price |
|------|--------------------------------------------------------------------------------|--------------|---------------|----------|---------------|
| 14   | Bentonite White 6.75%                                                          | 500 ml       | \$8.24        | 15%      | \$7.00        |
| 15   |                                                                                | 1 L          | \$12.40       |          | \$10.54       |
| 514  | Body Muscle Massage                                                            | 30 ml        | \$2.32        | 15%      | \$1.97        |
| 1198 |                                                                                | 125 ml       | \$7.45        |          | \$6.33        |
| 341  |                                                                                | 250 ml       | \$13.52       |          | \$11.49       |
| 732  |                                                                                | 500 ml       | \$24.38       |          | \$20.72       |
| 1050 |                                                                                | Display      | \$41.65       |          | \$35.40       |
| 882  | Borage Oil – Certified Organic (1000 mg)                                       | 60 softgels  | \$16.31       | 20%      | \$13.05       |
| 775  |                                                                                | 90 softgels  | \$21.76       |          | \$17.41       |
| 1051 | Cranberry 600 mg 107×                                                          | 60 capsules  | \$16.14       | 25%      | \$12.11       |
| 414  | Evening Primose Oil — Certified Organic (500 mg)                               | 90 softgels  | \$7.49        | 20%      | \$5.99        |
| 413  |                                                                                | 180 softgels | \$13.95       |          | \$11.16       |
| 1438 | Evening Primose Oil — Certified Organic (1000 mg)                              | 90 softgels  | \$14.00       | 20%      | \$11.20       |
| 1439 |                                                                                | 180 softgels | \$26.70       |          | \$21.36       |
| 1065 | Femina Flora 10 billion per capsule                                            | 10 capsules  | \$17.62       | 20%      | \$14.10       |
| 1103 | Hospital Bacteria Defense 5 billion                                            | 30 capsules  | \$21.01       | 50%      | \$10.51       |
| 1101 | Hospital Bacteria Defense 1 billion                                            | 60 capsules  | \$8.87        | 50%      | \$4.44        |
| 1340 | Lower Cholesterol                                                              | 60 softgels  | \$26.45       | 25%      | \$19.84       |
| 1236 | Multi Max Immune                                                               | 60 capsules  | \$26.65       | 60%      | \$10.66       |
| 225  |                                                                                | 120 capsules | \$47.97       |          | \$19.19       |
| 253  |                                                                                | 240 capsules | \$91.57       |          | \$36.63       |
| 1398 | Probiotic Rescue 50 billion per capsule                                        | 22 capsules  | \$25.26       | 25%      | \$18.95       |
| 1177 | Reduce Homeocystein                                                            | 60 capsules  | \$21.06       | 25%      | \$15.80       |
| 1403 | Sleep 8                                                                        | 60 capsules  | \$16.00       | 20%      | \$12.80       |
| 1191 | Sterols & Sterolins (54 mg with 275 mg of arabinogalactan)                     | 120 capsules | \$27.55       | 45%      | \$15.15       |
| 1194 |                                                                                | 240 capsules | \$52.37       |          | \$28.80       |
| 1223 | Sterols & Sterolins Children's Strength (25 mg with 153 mg of arabinogalactan) | 90 capsules  | \$14.62       | 45%      | \$8.04        |
| 221  | Sterols & Sterolins Cholesterol (350 mg with 650 mg of organic flaxseed oil)   | 60 softgels  | \$15.24       | 45%      | \$8.38        |
| 223  |                                                                                | 120 softgels | \$28.01       |          | \$15.41       |
| 1212 | Slimmer System                                                                 | 60 capsules  | \$22.38       | 33%      | \$14.99       |
| 1214 |                                                                                | 120 capsules | \$41.01       |          | \$27.48       |
| 1215 |                                                                                | 180 capsules | \$58.27       |          | \$39.04       |
| 1008 | Super Immune Sterols & Sterolins (240 mg with 206 mg of arabinogalactan)       | 30 capsules  | \$16.06       | 45%      | \$8.83        |
| 1195 |                                                                                | 120 capsules | \$47.51       |          | \$26.13       |
| 1197 |                                                                                | 240 capsules | \$84.41       |          | \$46.43       |
| 1253 | Wild Omega 3 (EPA 660 mg, DHA 330 mg)                                          | 60 softgels  | \$14.53       | 25%      | \$10.90       |
| 1280 |                                                                                | 120 softgels | \$26.62       |          | \$19.97       |
| 1000 | Wild Omega 3 (18% EPA, 12% DHA) (1200 mg)                                      | 60 softgels  | \$7.34        | 40%      | \$4.40        |
| 1001 |                                                                                | 120 softgels | \$14.26       |          | \$8.56        |
| 1002 |                                                                                | 180 softgels | \$20.33       |          | \$12.20       |

# New Roots Herbal only sells Certified Organic Primrose Oil Starting July 1<sup>st</sup>, 2010



**#414**  
**500 mg**  
**90 softgels**  
**\$5.99**

**#413**  
**500 mg**  
**180 softgels**  
**\$11.16**

**#1438**  
**1000 mg**  
**90 softgels**  
**\$11.20**

**#1439**  
**1000 mg**  
**180 softgels**  
**\$21.36**



Please note that we will be closed July 1<sup>st</sup> and Sept. 6<sup>th</sup> however, we will be open on August 2<sup>nd</sup>, 2010



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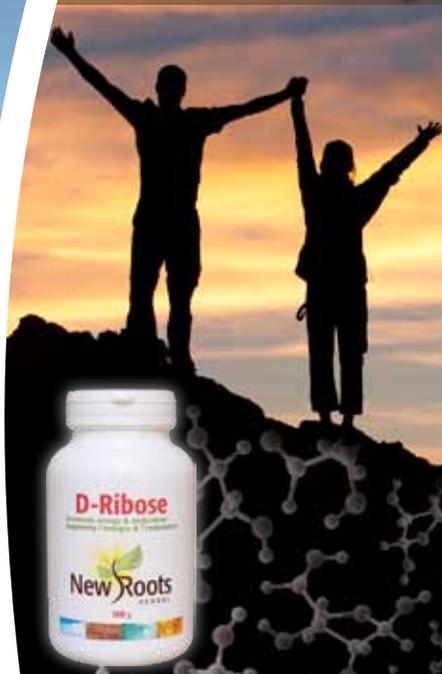
All texts are researched & written by Gord Raza, B.Sc.



Come visit us at the **CHFA Trade Show**  
 October 23–24, 2010  
 Metro Toronto Convention Center  
 North Building, Pavillion 3



## D-Ribose Meets your Energetic Demands



D-Ribose is a simple five-carbon sugar that is synthesized in the body from glucose. D-Ribose is critical for the production of ATP, the energy currency for all living cells within the human body. Studies show D-Ribose supplementation can help us meet our energy needs and speed up recovery rates following energy depletion.

#294 100 g  
 #1286 250 g