



Natural Facts

New product announcements, specials and information

November 1st to December 16th, 2012



Elevate your
Mood this autumn

Travelers' Probiotic:
Add it to your itinerary

Infla-HealPlus
helps you heal
between meals

The dynamics of
digestive health

Two products for superior
joint mobility

Stress, fat and risks of
heart disease

...and other great topics

Exclusively for Finer Health Food Stores

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



Elevate your mood this autumn

Overall disposition and the ability to function effectively within the workplace or classroom can be hampered by many variables. Dwindling daylight hours and the hour lost with a return to standard

time can also negatively affect the best of us. New Roots Herbal has a couple of suggestions for simple, side effect-free relief for the late fall blues that can cast a shadow upon anyone.

L-Carnitine

Our **L-Carnitine** is the biologically active form *N*-acetyl-L-carnitine which crosses the blood-brain barrier to nourish the brain for improved cognitive clarity and disposition. New Roots Herbal's **L-Carnitine** protects brain cells from oxidative stress and strengthens their pathways of communication. An improved perspective on life is frequently associated with healthy initiatives that include leading a more active lifestyle.

WildOmega

EPA 650 mg DHA 100 mg

The human brain depends on an abundant supply of essential omega-3 fatty acids for effective cognitive function that promotes emotional stability. In a comprehensive review of evidence available regarding fish oil therapy, Dr. Philip Rouchotas, Associate Professor at the Canadian College of Naturopathic Medicine concluded that formulations with a ratio of 3:1 or greater of EPA to DHA were beneficial for a broad range of affective disorders including depression.



1730



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Member of the



Please Note!

Between November 15th and April 1st, we will not be shipping the following products unless long-term weather forecasts permit safe transportation, free from freezing conditions:

- Bentonite White
- Calcium
- Chlorophyll
- Calcium (Coral)
- Magnesium
- Morning Life

Include **Travelers' Probiotic** in your itinerary

The most recent addition to our probiotic family, **Travelers' Probiotic**, has been extremely well received by Canadian consumers. Our unique formula that simultaneously crowds out harmful pathogens and reestablishes normal, healthy intestinal flora has become a critical inclusion on the "checklist" for those travelling abroad.

The most frequent request for information regarding **Travelers' Probiotic** is whether consumers should begin treatment prior to departure for travel. We consulted two of Canada's leading naturopathic practitioners, **Dr. Heidi Fritz** and **Dr. Philip Rouchotas**, for their advice; the consensus was a

unanimous yes! They recommend taking **Travelers' Probiotic** one to two weeks prior to departure and the same upon return. The suggested use of one to two capsules daily is recommended before, during and following travel abroad.

Dosage can be safely increased up to six capsules per day if an acute situation arises.



Travelers' Probiotic is the ideal, convenient and safe supplement to safeguard your intestinal health prior to, and during travel abroad. It will also retain its potency for 30 days at room temperature after opening.

Infla-HealPlus

helps you heal between meals



There exists a strong correlation between the efficient digestion of proteins and chronic inflammation. **Infla-HealPlus** is a unique formula that recognizes this intricate relationship with a therapeutic blend of digestive and anti-inflammatory enzymes, and metabolic cofactors. **Infla-HealPlus** contains the proteolytic potency of 17,500 activity units of serratiopeptidase. This ingests non-living tissue at sites of inflammation for ease of removal through the lymphatic network and the restoration of joint mobility.

Bromelain, papain, trypsin, chymotrypsin and pancreatin concentrate optimize protein digestion to guard against indigested protein from being absorbed into the bloodstream. Intact dietary protein within the bloodstream is a foreign substance that provokes an immune response that can cause inflammation within soft tissue. The antioxidant and anti-inflammatory effects of rutin, L-cysteine and zinc further strengthen **Infla-HealPlus**.

It can be taken with meals to maximize digestion and ease pancreatic workload, or between meals for a more direct anti-inflammatory effect.



1244-1245-1256-1257

The Dynamics of Digestive Health

The common adage “You are what you eat” should also include what you digest and assimilate. Proper nutrition begins with wise food choices. However, the efficiency of the intricate 9-meter digestive journey is the true test of how much energy and nutrition we extract from the foods we eat.

Heavily processed and modified foods are often stripped of their natural enzymes. This overburdens the digestive process which can lead to incomplete digestion

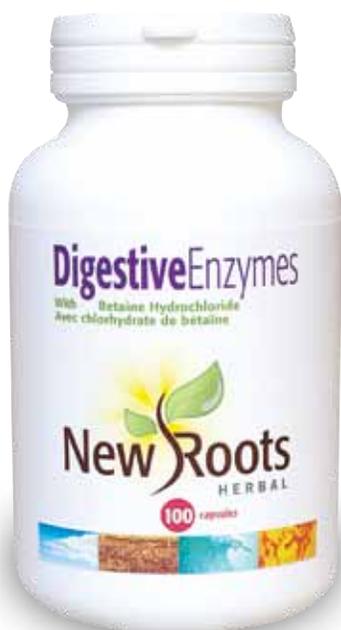
causing: malnutrition, gastrointestinal discomfort, diverticulitis, lack of energy and depressed immune system function. Age-related diminished production of critical digestive enzymes can further compound digestive problems.

New Roots Herbal’s **DigestiveEnzymes** and **PlantDigestive Enzymes** are formulas that will maximize the energy, vitamins and minerals you acquire from your food, free from common digestive complaints.

DigestiveEnzymes

DigestiveEnzymes employs a threefold approach to better health through superior digestion. Betaine hydrochloride, papaya-sourced papain and pepsin help initiate digestion often compromised by inadequate secretion of stomach enzymes. A potent, concentrated pancreatin extract delivers protease, amylase and lipase for the digestion of complex protein, carbohydrates and fat respectively. Ox bile salts complete the formula, breaking down and emulsifying fats, and providing a pathway for absorption of the fat soluble vitamins K, A, D and E.

New Roots Herbal’s **DigestiveEnzymes** paves the way for a smooth and efficient digestive journey.



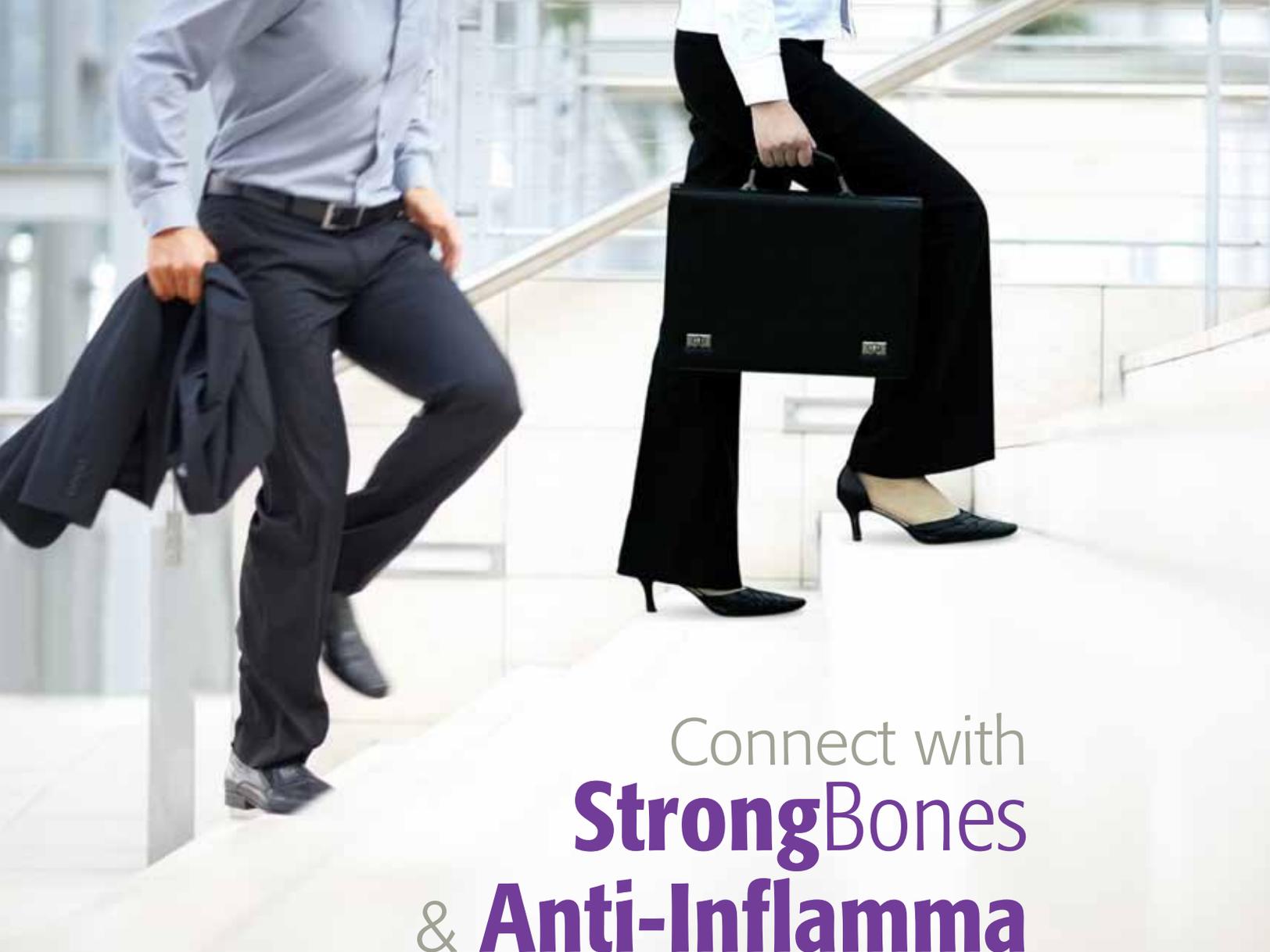
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PlantDigestive Enzymes

PlantDigestive Enzymes is a comprehensive formula that supports the entire digestive process for a complete range of foods. This vegetarian-friendly formula contains enzymes that unleash nutritional value from otherwise non-digestible plant fibers. Lactase assists in the metabolism of dairy products that represent a convenient nutritional source of calcium for staving off osteoporosis. Bromelain, papain and a full complement of proteases assist in the digestion complex proteins. Additional elements contribute to the breakdown and assimilation of proteins, carbohydrates and fats, along with the absorption of vitamins and minerals.



1309-1310-1311



Connect with
StrongBones
& **Anti-Inflamma**
for superior joint mobility

Overall body stiffness and impairment of joint mobility are among the most common complaints that come with aging. New Roots Herbal has a tandem of products that can ease the pain and discomfort of

chronic inflammation and osteoarthritis. Pain-free joints permit people to lead a more active lifestyle that further strengthen muscle groups to support joints and maintain healthy bone density.

The Arthritis Society of Canada estimates that approximately 4.6 million (approximately 13%), of Canadians suffer from arthritis.

New Roots Herbal's **StrongBones** is formulated for the growth and maintenance of a strong skeletal system free from the effects of osteoporosis. However, therapeutic benefits of **StrongBones** extend to slowing down the gradual progression of osteoarthritis. The comprehensive formula for **StrongBones** features nutrients which strengthen connective tissue including cartilage, critical to pain-free mobility. Research studies target the total amount of cartilage in the tibiofemoral (knee) joint as the principal tool for assessing osteoarthritis of the knee.

StrongBones contains many of the components essential for healthy cartilage and connective tissue. Glucosamine sulfate contributes to cartilage formation. The amino acid L-proline stimulates collagen production and cartilage formation. Zinc, manganese and copper are several of the vital trace elements for both healthy bones and connective tissue. Premium horsetail extract, standardized to 7% silica and naturally sourced,

builds the strength and elasticity of connective tissue for improved resistance to erosion of cartilage over time.

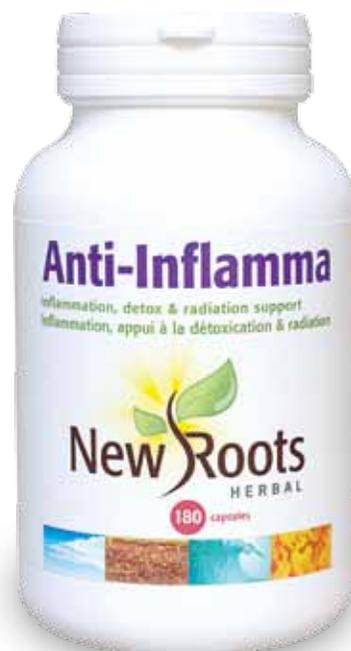
Anti-Inflamma contains a quartet of naturally sourced nutrients that address factors which cause joint pain, typical of arthritis sufferers. It contains boswellic acid extracted from the bark of a tree found in the Asian sub continent. Boswellic acid interferes with the migration of inflammatory immune cells to disrupt the inflammatory response. An extract of curcumin standardized to 95% curcuminoids blocks the enzyme COX2 which is responsible for the pain and inflammation of arthritis. Pineapple sourced bromelain breaks down debris at inflammation sites to accelerate tissue recovery and restore joint mobility.

The antioxidant and anti-inflammatory properties of quercetin protect delicate synovial membranes. These membranes contain synovial fluids that cushion the bones and connective tissues of joints to reduce the painful and relentless effects of friction, and even gravity on weight-bearing joints.

Anti-Inflamma is side effect-free and won't cause heartburn, frequently associated with non steroidal anti-inflammatory drugs (NSAID's).



296-297-950



1160-1285



Stress, Belly Fat and **Coronary Heart Disease** risk

Stress is a double-edged sword: it triggers the “fight or flight” response critical for survival; however the way we respond to chronic stress can put us at an increased risk for coronary heart disease.

Stress stimulates production of the hormone cortisol within the adrenal glands that not only activates energy for immediate survival needs, it also causes fat storage within the omentum that surrounds the intestines. This type of belly fat is associated with an increased risk of heart attack and stroke.

New Roots Herbal suggests a couple of natural approaches to coping with chronic stress that can put your health at risk.



1163-1166-1277

ChillPills nourishes the mind and body with 24 components critical for coping with stress and anxiety encountered on a daily basis. Standardized extracts of ashwagandha root and passionflower are among the nutrients that protect and stabilize the nervous system function to better cope with life's stressors. B-complex vitamins nurture the maintenance of the membrane (myelin sheath) that protects nerves from the effects of chronic stress. This comprehensive side effect-free formula will not only help you relax, it can contribute to a healthier waistline.



1410-1426

New Roots Herbal's **Passionflower** extract is a natural, certified organic alternative to prescription medication to help cope with the often crippling effects of stress. Researchers believe the flavonoids in passionflower are the primary compounds which exert a calming effect on the central nervous system. A research study involving 36 out-patients with generalized anxiety disorder found **Passionflower** extract to be as effective as the prescription drug Oxazepam.¹ The refreshing results also reported **Passionflower** extract to be free from side effects that included impairment in job performance. Drowsiness, memory loss and possible addiction are among the many side effects commonly encountered with these prescription drugs.

Canadian stress research dates back over 70 years from the pioneering work of McGill professor Dr. Hans Selye on the negative effects of stress on aging and disease. Current research by Dr. James Wilson has further established the relationship between stress, adrenal fatigue and many diseases. Dr. Wilson is also one of the founding fathers of the Canadian College of Naturopathic Medicine.

¹ Oxazepam belongs to the group of drugs called benzodiazepines; this class of drugs includes Valium and Librium.

Akhondzadeh, S., et al. "Passionflower in the treatment of generalized anxiety: A pilot double-blind randomized controlled trial with oxazepam". *Journal of Clinical Pharmacy and Therapeutics* Vol. 26, No. 5 (2001): 363–367.

New, safer **Multi**

Iron, *beta*-carotene and vitamin A free

Multi is the ideal supplement to ensure the vitamin and mineral requirements spanning from adolescents to the elderly. Young adults experiencing the freedom to make their own culinary decisions frequently eat to simply satisfy hunger or cravings, often at the expense of proper nutrition. The dulling of taste buds with aging can also lead to food choices of compromised nutrient value. Atrophy of the small intestine that accompanies advancing age can also cause reduced nutrient absorption of even the most balanced diets.

Multi is formulated to meet vitamin, mineral and nutrient shortcomings, as well as maximize nutrient intake and bioavailability for all. You are more than what you eat; you're what you effectively digest and assimilate from your daily diet.

New Roots Herbal's **Multi** is free of both vitamin A and *beta*-carotene. Current research has demonstrated that the inclusion of vitamin A or *beta*-carotene in a multivitamin can erase its benefits. This was demonstrated in a double blind placebo-controlled study involving 1,075 pregnant, HIV positive women.¹

- 1 Fawzi, W.W., et al. "A randomized trial of multivitamin supplements and HIV disease progression and mortality". *The New England Journal of Medicine* Vol. 351, No. 1 (2004): 23-32.
- 2 Grieger, J.A., et al. "Multivitamin supplementation improves nutritional status and bone quality in aged care residents". *European Journal of Clinical Nutrition* Vol. 63, No. 4 (2009): 558-565.



Supplementation simply makes sense

Consider adding New Roots Herbal's **Multi** as a constant to maintain your good health amid other variables often out of your control. Multivitamin supplementation of the elderly has proven to amplify nutrient status, to improve memory and mental focus, and to reduce the risk of falls that cause fragility fractures.² Reducing the risk of infection is perhaps the most valuable benefit from vitamin use. The comprehensive benefits of our **Multi** also help the young adult and middle-aged person alike for needs that vary from meeting baseline nutritional requirements to coping with stress and environmental toxins.



1726-1731-1734

New
Product
Update

Robust flavor with a therapeutic punch!



Each bottle contains
approximately:

- 90 **RASPBERRIES**
HIGH IN FIBER
- 190 **BLUEBERRIES**
LOADED WITH ANTIOXIDANTS
- 40 **CHERRIES**
RICH IN ANTHOCYANIDINS
- 50 **BLACKBERRIES**
FILLED WITH POLYPHENOLIC
COMPOUNDS
- >500 **GOJI BERRIES**
RICH IN POLYSACCHARIDES
- >4000 **SEA-BUCKTHORN BERRIES**
HIGH IN CAROTENOIDS
AND VITAMIN C
- 150 **CRANBERRIES**
PACKED WITH POLYPHENOLS
AND TANNINS
- 15 **STRAWBERRIES**
HIGH IN FIBER AND VITAMIN K
- 8 **WHOLE POMEGRANATES**
CHARGED WITH
FREE-RADICAL-SCAVENGING
PROPERTIES

Juicy Immune-Energy is the most complete nutritional source of support for immune system function and overall health available to Canadian consumers. It features the full-bodied flavor and texture of our robust berry blend formulated with therapeutic amounts of specific nutraceuticals and standardized extracts. The potent antioxidant effects of **Juicy Immune-Energy** defend against the effects of age-related degenerative diseases that include macular degeneration, cardiovascular disease and diabetes. It can also protect from or shorten the duration of the flu, and even the common cold.

The proprietary blend of nine individual berries and fruits forms the foundation of benefits to be reaped from **Juicy Immune-Energy**.

The rich source of soluble fiber found in blueberries and strawberries helps the process of digestion. Soluble fibers attract water and expand within the intestines to slow down digestion and enhance nutrient absorption. The feeling of being full also contributes to weight management and has a beneficial effect on blood glucose levels and insulin sensitivity.

Ellagic acid is among the bioactive compounds found in blackberries, cranberries, pomegranates, raspberries,

and strawberries, responsible for the potent antioxidant action of **Juicy Immune-Energy**. This naturally occurring antioxidant exerts health benefits throughout the body. Proanthocyanidins found within the skin of dark-skinned berries are additional beneficial compounds that, by means of reducing oxidative stress, help stabilize collagen to strengthen connective tissue. These specific chemoprotective compounds that give berries their robust flavour and pigmentation are the subject of numerous clinical trials and population studies.

Juicy Immune-Energy is an all-plant source of nutrients free from unwanted synthetic sugar substitutes. The result is the most delicious berry-based beverage in the marketplace dedicated to the ongoing health of the entire family.



1511



New Roots

HERBAL



- Nourishes hair, nails and skin
- Prevents and reduces stretch marks

- Reduces skin aging
- Reverses UV damage

- Great for eczema
- Soothes cuts, scrapes, bites and stings

- A natural sunscreen to prevent wrinkles
- Helps relieve dry skin

- Reduces age/sun spots and freckles
- Ideal for delicate skin

- Deeply hydrates skin
- Improves skin elasticity

Get back to the roots of skincare

Introducing New Roots Herbal's Exotic Oils – an astounding collection of all-natural oils that offer unrivalled protective, therapeutic and regenerative properties. Sourced from around the world, these oils are naturally rich in beneficial fatty acids and vitamins as well as high in oxidative stability.

With New Roots Herbal's Exotic Oils, maintaining your natural glow has never been easier.

Find out more about these amazing natural skincare oils at www.NewRootsHerbal.com/exoticoils

