



Natural Facts

New product announcements, specials and information

April 1st to May 10th, 2013

Health Advice:
Get in Shape
for Spring

Spring in
Full Swing

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Silica Liquid

Health Advice:
Cancer Awareness

Coping with
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Exotic Oils
Collection

...and other great topics

Exclusively for Finer Health Food Stores

All texts researched & written
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unless stated otherwise



Health Advice

by Philip Rouchotas, MSc, ND and Heidi Fritz, MA, ND



Getting in Shape for Spring

Introduction

Atkins, the Zone, South Beach, low-fat... these terms are familiar to most people who have struggled with weight. Unfortunately, with so many fad diets around, it is difficult for the average person to sift through the information and discern fact from fiction when it comes to healthy eating and weight loss. It is important that when trimming down, you do so in a healthy and sustainable manner.

Dietary Guidelines

The most basic information necessary for healthy weight loss is an awareness of how many calories should be consumed. Consumption of 3500 extra calories equals one pound of fat. In order to lose weight, the first rule is that the number of calories consumed has to be less than the total number of calories used. For an average adult man, consumption of 2000 calories per day will result in weight loss of 1–2 lbs per

week. For an average adult woman, this is 1500 calories per day. The benefit of regular exercise is that it increases the number of calories used, and it also prevents loss of lean body mass (muscle), thus accelerating weight loss. At least 30 minutes of aerobic activity (brisk walking, light jogging, etc.) per day is recommended for everyone trying to lose weight.

Calorie intake for weight-loss

Men: 2000 calories

Women: 1500 calories

The second major question of importance is the relative amounts of macronutrients (carbohydrates, protein, fats) that should be consumed. The average Canadian consumes 60% of their diet as carbohydrates. By comparison, “low-carb” diets such as Atkins recommend only 5% of calories from carbohydrates. For the purposes of weight loss, an intake of 30–40% is ideal; however, special attention should be paid to the types of carbohydrates consumed.

The average adult requires at least 0.8 g of protein per kilogram of body weight. This translates into 56 g for a 70-kg male and 44 g for a 55-kg woman. For the purposes of weight loss, we recommend an intake of approximately 33% total calories as protein.

Fiber supplements can be of use by increasing satiety and stabilizing blood sugar, which results in fewer cravings.^[1, 2] A total of 5–15 g per day of fiber is an appropriate dose as a supplement, in addition to dietary intake.

A combination of natural health products can help boost your basal metabolic rate (BMR) and thus enhance weight loss. Green tea extract, at a dose of 625 mg per day, has been shown to enhance exercise-induced changes in abdominal fat, increasing the effect of exercise on reducing the total abdominal fat area, subcutaneous abdominal fat area, and fasting serum triglycerides (TG) over a period of twelve weeks.^[3]



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Proud Member of



Voice of the Natural Health Industry
Le voix de l'industrie de la santé naturelle

Member of the



Please Note!

Starting April 1st, we will resume shipping for the following products, unless long-term weather forecasts don't permit safe transportation, free from freezing conditions:

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

Another study found that supplementing with green tea extract for 12 weeks increased weight loss by over 3 kg compared to those subjects that were taking placebo.[4]

L-Carnitine increases the proportion of energy derived from fat as opposed to carbohydrate or protein. Supporting this, human studies have demonstrated that oral L-carnitine increases long chain fatty acid oxidation, the metabolic process of fat burning in the cell.[5] Oral dosage of three 750 mg capsules of L-carnitine evenly spaced throughout the day is recommended.

Medium chain triglycerides (MCTs) uncouple *beta* oxidation, making the process by which cells burn fat less efficient. This means that more fat needs to be burned in order to produce the same amount of energy, and drives the cell to burn more fat in order to meet its metabolic requirements.

Macronutrient intake for weight loss

33% carbohydrate

Mostly from fruit and vegetables. Limited amounts of whole grain permitted.

33% protein

From lean meats, eggs and legumes.

33% healthy fats

Olive oil, flax oil, some canola oil and fish oil.

In conclusion, the three keys to achievable and sustainable weight reduction are:

1. Intake of 2000 calories per day for men and 1500 per day for women as a 33%–33%–33% carbohydrates, proteins, and fats ratio;
2. At least 30 minutes per day of moderate aerobic activity;
3. A cocktail of natural agents including fiber, green tea, L-carnitine, and medium chain triglycerides can help increase satiety and BMR.

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We're Excited; You're Invited!

New Roots Herbal will have its most dynamic presence ever at **CHFA West** this year. Come visit us and enjoy a sampling of some of our exciting new products. You can also meet **Dr. Heidi Fritz** and **Dr. Philip Rouchotas** in person! They're an integral part of our advisory and product development team and will be presenting a series of 7 product education sessions throughout the weekend. The convenient 20-minute sessions are formatted to equip sales staff and managers with product knowledge to improve sales in a fast paced retail setting. **We'll even have a special gift for those that attend.** These sessions will take place in the casual atmosphere of our own booth and will be open to everyone. They'll focus on the diverse therapeutic applications of our top formulations.

Feel free to contact the account representative in your territory for additional information.



**Visit us at booths
#821 & #921.**



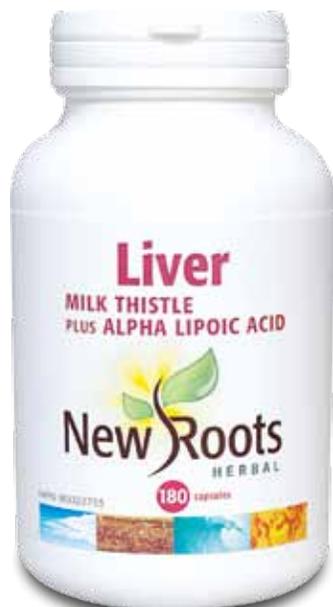
Spring in Full Swing

The words spring and cleaning go hand in hand. As we peel away the many layers of winter clothing, we often reveal a body that also needs a little spring tune-up, both inside and out. The long winter can leave us a few pounds heavier, and likely also in need of some internal cleansing from a diet higher in fatty foods and lacking in fresh, local produce.

We've got a few product suggestions to prepare for a healthy, and active spring and summer.



Superior Hepatic Health at Your Fingertips



206-210-859

Liver contains proven, effective nutrients and standardized extracts critical for superior hepatic health. Our formula is designed to protect the liver from free radicals and environmental toxins as well as stimulate the generation of new liver cells.

A healthy liver is also better equipped to eliminate toxins from deep within connective tissue of the skin for noticeably healthy, radiant skin with a fresh, clean summer look. **Liver** will improve the performance of the largest and most complex organ in the body that can be a powerful ally for improved overall energy, stamina, and wellness.

Natural and Intelligent Weight-Loss Supplement



1212-1214-1215

SlimmerSystem is the ideal intelligent weight-loss supplement for the person determined to lose weight naturally. The unique formulation of nutrients—that include standardized extracts and vitamins specific to safe weight management—will help curb appetite, control cravings for quick fixes to hunger, burn fat cells, improve insulin sensitivity, and ignite the body's metabolism.

The reduction in calorie consumption and increase in energy levels makes **SlimmerSystem** the perfect partner for willpower in a healthy weight-loss initiative.



Easy 30-Day Advanced Cleansing Program



1540

EnergyCleanse is an easy-to-follow, 30-day advanced total body cleansing program. The program focuses on the elimination of accumulated toxins within the liver to improve its role in bile production, vitamin and mineral storage, and the ability to mobilize stored glycogen to meet urgent energy requirements.

EnergyCleanse also targets the elimination of accumulated toxins within the intestines to improve regularity, nutrient absorption, vitamin synthesis, and the maintenance of critical electrolyte levels.

This program is recommended on an annual or semi-annual basis for increased energy and a strong immune system.

New Twist on an Old Favorite



1632-1633-1634

WildOreganoC93 with Garlic is the newest addition to our industry-leading **WildOreganoC93** family of products. The therapeutic benefits of **WildOreganoC93**—that include improved resistance to colds, flu, bacteria, viruses, and parasites—now has the added therapeutic punch of a 400:1 garlic extract.

The marker compound in garlic, allicin, provides relief for infections of the upper respiratory tract.

WildOreganoC93 with Garlic is also effective for thinning out fluids resulting from inflammation of the mucous membranes.

Did You Know?



Red Palm Fruit Oil: Trusted and validated

Consumer demand for red palm fruit oil in North America has been equally matched with questions concerning its harvesting and production. This led two members of our product development team directly to the source of our *Red Palm Fruit Oil*; their journey was definitely an exciting one with an accelerated learning curve.

An RSPO member (Roundtable on Sustainable Palm Oil), the Malaysian plantation that we source our *Red Palm Fruit Oil* from is a privately owned 160,000-hectare property established in 1996. We discovered the average palm oil tree is productive for approximately 36 years; it's then used for furniture, biodiesel fuel, animal feed... even car parts! Replacement seedlings take roughly 2½ years to bear

fruit. Once harvested, the mesocarp (flesh) of red palm fruit is expeller-pressed with nitrogen at high pressure and extremely low temperature to inhibit oxidation. The raw crude oil is then molecularly distilled at low temperature to purify and standardize it to 500 ppm carotenes, and a minimum of 800 ppm tocopherols and tocotrienols. This premium process preserves the valuable carotenoids responsible for the superfood status of New Roots Herbal's *Red Palm Fruit Oil*. The oil is then shipped directly to our state-of-the-art production facility for extensive analytical testing, bottling and distribution.

New Roots Herbal is pleased to provide our ethically sourced *Red Palm Fruit Oil* for a wealth of health benefits.



206-210-859

Silica Liquid

Critical mineral for collagen production

- Nourishes hair and nails
- Keeps skin supple and vibrant
- Strengthens bones and connective tissue
- Ensures elasticity of blood vessels

New Roots Herbal's **SilicaLiquid** is a colloidal (evenly dispersed) suspension of natural silica, an excellent and easy to absorb source of elemental silicon essential for great health.

Silica is essential for the structure and function of every organ system within the human body. Silica is also a building block for collagen, the body's most abundant protein.

A dynamic supply of silica is critical for the ongoing health of the skeletal system, connective tissue,



1681

blood vessels, metabolic function, and the maintenance of a strong immune system.

Silica deficiency can be among the factors that contribute to arthritis, osteoporosis, coronary heart disease, and compromised immune system function.

The average North American diet often falls short of many essential nutrients, including silica. The consumption of over-refined food harvested from nutrient-depleted soil is part of the problem. The absorption and retention of silica can also be compromised with aging.

New Roots Herbal's **SilicaLiquid** has a natural fruit punch flavor and is sweetened with stevia. It's 100% natural, non-GMO, and suitable for diabetics.



Cancer Awareness and Prevention

Introduction

Increasingly in our society, cancer touches more and more lives. According to Statistics Canada, cancer is now the leading cause of death in our country, at 29.8%, outpacing heart disease at 20.7%.^[1] As with most chronic illnesses, prevention is key, and natural medicine is well-poised to help. A diet high in plant-based antioxidants, regular exercise, and the use of select natural products can decrease your risk of developing cancer, and can help optimize the outcomes of cancer treatment in those who have been diagnosed.

Diet

A diet high in fiber, fruits and vegetables, and low in saturated fat, powerfully lowers the risk of developing cancer. The European Prospective Investigation into Cancer and Nutrition (EPIC) study was a mega-study including over half a million European women, and looked at the risk of developing breast cancer; in the recently published Italian arm, including 31,000 women, increasing fruit and vegetable consumption was associated with a 25% decreased risk of breast cancer.^[2]

In women who are survivors of breast cancer, higher intake of fruits and vegetables has been shown to reduce their risk of recurrence by up to 31% overall, and up to 44% in women who were taking tamoxifen.^[3]



Exercise

Regular exercise promotes a healthy weight and balances cancer-promoting hormones. Fat tissue has been shown to produce inflammatory cytokines and estrogen.^[4] Women who achieve healthy weight loss have actually been shown to have reductions in the amount of estrogen and IL-6, an inflammatory cytokine, present in breast tissue.^[5]

Women with breast cancer who exercise regularly have been shown to have a lower risk of having recurrence. In the Women's Healthy Eating and

Living study (WHEL), a study of cancer survivors, those women who exercised the equivalent of at least 60 minutes of brisk walking five days per week experienced a 53% reduction in risk of death.^[6] This effect happens in both overweight and normal-weight women.

Natural Agents

Vitamin D

Vitamin D has antiproliferative effects at the cellular level, controlling cellular reproduction. A recent study found that those with the highest plasma vitamin D levels (over 45 nmol/L) had a 90% decreased breast cancer risk.^[7]

According to vitamin D researcher Dr. Garland, raising the target for vitamin D levels to between 100 and 150 nmol/L would prevent an estimated "58,000 new cases of breast cancer and 49,000 new cases of colorectal cancer each year, and three fourths of deaths from these diseases in the United States and Canada".^[8] Currently, over 25% of the Canadian population is thought to have vitamin D levels under 50 nmol/L, with the average population level being only 67 nmol/L, well below the

minimum of 75 nmol/L.^[9, 10] Supplementing with vitamin D to achieve a blood level between 75 and 100 nmol/L is the #1 natural agent that Canadians should take to reduce overall risk of cancer.



Green Tea

Green-tea catechins have potent anticancer effects. Many studies have shown that patients consuming higher amounts of green tea (between two to five cups per day) have lower risks of several cancer types, including breast, lung, and prostate cancer.

Melatonin

Melatonin is an important regulator of circadian rhythm; however, it has many other effects in the body. One of the most important is estrogen-modulating effects. Since melatonin modulates estrogenic activity, it may protect against the development of breast cancer.^[11] Shift workers are at especially elevated risk of cancer, and supplementation with melatonin is one way that this risk can be offset.

Conclusion

A strategic combination of a diet high in fruits and vegetables, regular exercise, and use of natural anticancer agents such as vitamin D, green tea, melatonin, and anti-inflammatory herbs can help reduce the risk of developing cancer or cancer recurrence.



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Coping with Disease

A Trio of Products with 44 Cups of Green Tea Protection per Capsule

Cancer doesn't discriminate, and although billions have been spent searching for a cure, it's still the leading cause of death worldwide. According to the World Health Organization, cancer results from the interaction of each individual's unique genetic blueprint with three different categories of carcinogens: physical carcinogens such as radiation; chemical carcinogens that include tobacco smoke; and biological infections from viruses, bacteria, and parasites.

Cancer has many causes. We believe there are also many roads that can lead to suppressing a genetic predisposition to this disease, slowing its growth, and also for coping with its debilitating effects even while receiving aggressive chemical treatment.

Green Tea: Essential Antioxidant Protection



1696

Emerging research involving green tea has led to the discovery of many additional benefits that include improved metabolism for weight management, increased insulin receptivity to benefit those with type II diabetes, and prevention of plaque formation within the arteries that contributes to atherosclerosis.

With 500 mg per capsule of premium green tea extract standardized to 75% of the critical marker compound epigallocatechin gallate (EGCG), our green tea extract exerts an essential antioxidant protection from diseases of the breast, colon, rectum, pancreas, stomach, and lungs.



Disease-Preventing Antioxidant Powerhouse



1145-1204

Prevent is a synergistic, antioxidant powerhouse formulated specifically for disease prevention. A potent green tea extract standardized to 75% EGCG forms the therapeutic backbone of **Prevent** with its protective effects for diseases of the breast, lung, stomach, and prostate. Additional complementary ingredients—that include curcumin, *N*-acetylcysteine, resveratrol, lycopene, zeaxanthin, astaxanthin, and cayenne—broaden the scope of benefits to be reaped from **Prevent**.

The collective effects of these ingredients protects cells from breaking down, inhibits growth of damaged cells, and promotes the apoptosis (programmed death) of diseased cells for protection from many forms of disease.

Chemo-Safe Disease Prevention



1305

Prevent44 contains a minimum therapeutic charge of 44 cups worth of green tea extract (75% EGCG) formulated with robust antioxidants for side-effect-free disease prevention.

Prevent44 is free of curcumin and safe for use even during chemotherapy. Our formula protects the body from disease at the cellular level by protecting cells, inhibiting growth of damaged cells, and triggering the destruction of diseased cells.

Prevent44 will help the body eliminate environmental toxins and fight free radicals for protection from diseases of the breast, lung, colon, stomach and prostate along with diseases such as age-related macular degeneration.

Side-Effect-Free Alternative to Antihistamines



1142

241

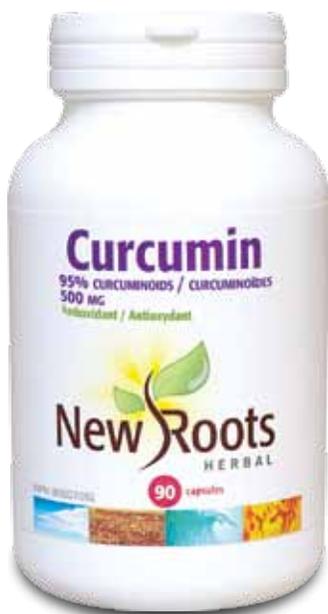
The potent antihistamine properties of quercetin make it a natural alternative to side-effect-laden, and often addictive, antihistamines. The robust antioxidant action of quercetin also protects lipids from oxidation within capillaries that compromises microcirculation.

Quercetin also benefits collagen production for healthy skin and connective tissue.

QuercetinBioflavonoids contains 500 mg of quercetin per capsule.

QuercetinBioflavonoid Complex harnesses the additional broad range of antioxidant strength from citrus bioflavonoids, bromelain, and rutin.

Premium Quality, Naturally Potent Antioxidant



1154

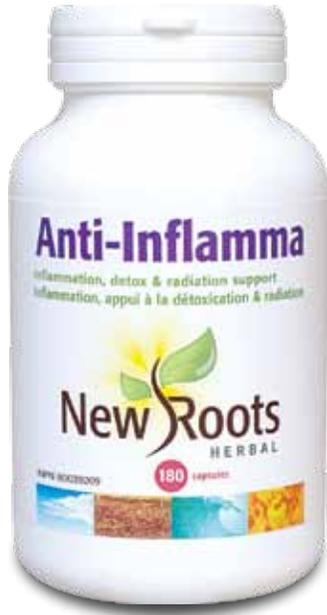
Our **Curcumin** is standardized to 95% curcuminoids, the marker compound responsible for its broad range of therapeutic benefits. The potent anti-inflammatory and antioxidant properties are helpful for those with inflammatory conditions, and protect cells to reduce the risk of many chronic age-related degenerative diseases.

Current research is also promising for the chemoprotective effects of curcumin for the inhibition of tumor-causing compounds.

Curcumin also reduces oxidation of LDL cholesterol, a key risk factor for atherosclerosis, as well as improves cognitive function.

Beware of curcumin products with a vanilla odor: synthetic vanillin tests positive for curcuminoids by HPLC; however, their therapeutic benefit has not been validated. All studies for the benefits of curcumin are based on curcumin sourced from *Curcuma longa* (turmeric) root. New Roots Herbal's **Curcumin** is sourced from *Curcuma longa* and validated for identity, purity, and potency. Accept no substitutes.

Natural Alternative to Anti-Inflammatory Drugs



1160-1285

Anti-Inflamma is a side-effect-free, non-addictive alternative to non-steroidal anti-inflammatory drugs (NSAIDs) for relief of chronic joint pain and inflammation. It's also excellent for coping with both pre- and post-chemotherapy systemic body discomfort.

Our formula features four proven ingredients:

- **Boswellic acid** to disrupt migration of immune cells that cause inflammation;
- A potent extract of **curcumin** that acts as a COX-2 inhibitor to block the enzyme that signals pain;
- **Bromelain** to naturally break down debris at sites of inflammation; and
- **Quercetin** to protect the delicate membranes that contain synovial fluid critical for cushioning bones and connective tissue to reduce pain causing friction.

Did You Know?



Polyphenols and Prostate Health

Recent research at the UCLA School of Medicine proved promising for the antioxidant action of the polyphenols in green tea. Men with prostate cancer that drank green tea had less inflammation of prostate tissue, according to lead researcher Dr. Susanne Henning.



Heart on the Eyes

According to Dr. Abdhish Bhavsar, ophthalmologist and researcher from Minnesota, lifestyle and nutrition choices that favor good cardiovascular health also help prevent the onset of macular degeneration. These include a healthy diet rich in fruits, leafy greens, and nuts, as well as an active lifestyle for the natural management of elevated cholesterol and blood pressure.



Exotic Oils

We've sourced five of the most cherished oils worldwide responsible for healthy, natural, and radiant skin. Our all natural oils are non-deodorized, and produced without harmful chemicals, so they retain their original unrivalled protective, therapeutic and regenerative properties.

The New Roots Herbal collection includes: certified organic argan, rosa mosqueta (rosehip seed), goji seed, seabuckthorn seed, and seabuckthorn fruit (edible) oils, along with wild-harvested tamanu oil. **SkinLover's Oil**, a synergistic, proprietary blend of our entire selection, completes the exquisite New Roots Herbal Exotic Oils collection.



Argan Oil

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



GojiSeed Oil

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



SkinLovers Oil

- Deeply hydrates skin
- Improves skin elasticity



Seabuckthorn Seed Oil

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



RosaMosqueta Seed Oil

- Reduces skin aging
- Reverses UV damage



Tamanu Oil

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



Edible

Seabuckthorn Fruit Oil

- Reduces cholesterol and fortifies the immune system

The Flying Circus

E-mail spam marketing is becoming more prevalent in the natural health product industry with each passing day. Like the working-class luncheon meat popularized in a classic comedy sketch by Monty Python's Flying Circus, spam e-mail is everywhere.

Whether it's a so-called article declaring that all probiotic products contain genetically modified ingredients—except of course the one they happen to endorse—or an article stating that the vast majority of chlorella products contain harmful levels of aluminum—you guessed it: they have scoured the earth to find the only aluminum-free chlorella, and in a seemingly altruistic gesture, are offering it to you at a sensational price.

These online publications masquerade as journalism, as opposed to what they really are: paid advertising!

Just as World War II soldiers referred to the sodium-laden ham by-product called Spam™ as “ham that didn't pass its physical”, this misleading form of spam marketing sells the consumer short in ethics and integrity.





Get your
bolt of energy!

- **JUICY IMMUNE-ENERGY** brings you all the antioxidant benefits of 9 berries and 17 nutraceutical extracts
- Supports your immune system
- Provides increased energy
- Helps to protect against common colds and flu, and supports blood sugar management
- No added sugar
- Only 17 calories per portion

For more information about our products, visit www.newrootsherbal.com



Approved by nature and science.

