



NaturalFacts

New Product Announcements, Specials, and Information

April 21 to May 30, 2014



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unless otherwise stated

Exclusively for Finer Health Food Stores



Migraine: Natural Options

Migraine is a common cause of chronic pain and debility. Migraine sufferers often rely on medications called triptans and/or pain relievers such as nonsteroidal anti-inflammatory drugs (NSAIDs) in order to manage their symptoms. There are, however, several natural agents with a well-developed evidence base with effectiveness for migraine, such as melatonin, vitamin B₂ (riboflavin), magnesium, and coenzyme Q₁₀. Diet can also be a significant contributor. This article reviews some of these key natural agents.

Dietary influences often represent the most substantial factor in chronic migraine. Migraines can be a reaction to food additives such as MSG or aspartame, tyramines in cheese, chocolate, or as a result of a food sensitivity. Food sensitivity triggers an immunological reaction with consequent inflammation in the body; for some susceptible individuals, this can result in



migraine. We recommend consultation with a naturopathic doctor to help guide the process of identifying the offending food(s).

Meanwhile, several natural agents may also help *reduce* migraine. One of the best-researched agents is coenzyme Q₁₀ (CoQ₁₀). It has been shown to help improve vascular function; as this affects blood vessels servicing the brain, it can help prevent the onset of migraine. CoQ₁₀ may also offset inflammatory changes associated with recurrent migraine, and enhance mitochondrial function. Supplementation with 100 mg of CoQ₁₀ has been shown to reduce migraine frequency in children and adolescents.^[1] Another study found that approximately one third of migraine sufferers assessed had levels of CoQ₁₀ below the reference range; supplementation



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of 1–3 mg/kg of body weight results in significant improvements in headache frequency and headache disability.^[2]

A nutrient that may act synergistically with CoQ₁₀ is riboflavin (vitamin B₂). Riboflavin also improves mitochondrial function, in concert with CoQ₁₀.^[3] Riboflavin acts as a precursor to flavin mononucleotide and flavin adenine dinucleotide, which catalyze the activity of enzymes in the mitochondrial respiratory chain.^[4] Clinical trials show that supplementation of riboflavin successfully reduced migraine attack frequency and duration.^[4]

Magnesium is a muscle relaxant and has been shown to reduce migraine. One study found that serum magnesium levels were significantly lower in migraine sufferers compared to the normal population.^[5] A randomized study examined the effect of 600 mg

of magnesium for 12 weeks compared to placebo. During weeks 9 to 12, migraine frequency was reduced by 41% in the magnesium group, compared to only 15% in the placebo group. Adverse events were predominant diarrhea;^[6] this can be avoided by using the magnesium bisglycinate form.

Finally, a lesser-known agent for prevention of migraine is melatonin. One study found that three months of melatonin treatment, 3 mg at bedtime, reduced the number of headache attacks by more than 50% in $\frac{2}{3}$ of children.^[7] Intriguingly, it has been shown that there is greater light suppression of melatonin production among migraine sufferers compared to healthy controls.^[8] Since melatonin is an antioxidant produced in the brain, this may be one of the mechanisms of onset of chronic migraine.

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Products to Apease Migraine

New Roots Herbal has several products that address nutrient, hormone, vitamin, and mineral deficiencies common to those suffering frequent migraines. In the same way that food sensitivities such as dairy or wheat (gluten) can be detected by exclusion, susceptibility to migraines can be addressed by selective inclusion of the following.



658-1016-1017

Melatonin is best known as the hormone that regulates circadian rhythms (sleep patterns); however, its overall systemic effects on wellness are steadily emerging.

Lower blood serum levels of melatonin are a common trait of many migraineurs. The therapeutic uses of melatonin to reduce both the frequency and severity of migraines have proven promising. Clinical trials performed at the Albert Einstein Hospital in São Paulo, Brazil, show reductions in

headache frequency of more than 50%. Melatonin production decreases as we age and can be negatively affected by many forces, including prescription drugs such as beta blockers. Supplementation with melatonin is a well-tolerated therapeutic option that could prove useful as part of a strategy for migraine relief.

New Roots Herbal's **Melatonin** is of USP grade, and molecularly identical to melatonin produced within our own pineal gland.



1390

Magnesium is among the body's critical micronutrients serving as the catalyst for hundreds of enzymatic reactions. Clinical trials have shown a correlation between low magnesium levels and increased frequency of migraines. Animal trials have also discovered thinner myelin sheaths (insulating membranes) and compromised nervous system function associated with magnesium deficiency.

New Roots Herbal's **Magnesium Bisglycinate Plus** is

a highly bioavailable form of magnesium chelated (bound) with two glycine molecules. The resulting compound follows the amino-acid pathway for maximum intestinal absorption; the inclusion of 30 mg of L-taurine further enhances cellular magnesium assimilation. This premium form of magnesium also easily crosses the blood-brain barrier and is less likely to cause adverse effects such as stomach upset and diarrhea.

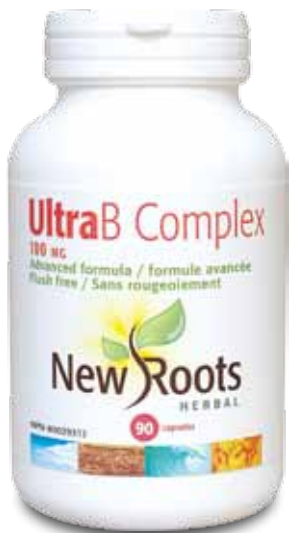


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Coenzyme Q₁₀ is the naturally occurring catalyst critical for energy production within all cells. It has also been demonstrated to benefit vascular function; healthy microcirculation is responsible for a constant supply of oxygenated blood to the brain. Research at Harvard Medical School into ice-cream headaches (brain freeze) has determined that disruption of blood flow to the brain could also be a cause for migraine

headaches. Impairment of energy production within brain cells has also been linked to migraine headaches.

Considering that CoQ₁₀ production decreases with age, coupled with millions of North Americans further lowering CoQ₁₀ levels as a side effect of statin drugs, therapeutic supplementation with CoQ₁₀ is definitely worthy of consideration for migraines.



50 mg: 600-892-893
100 mg: 897-898-899

UltraStress B Complex: 900-901-902

Riboflavin (vitamin B₂) plays a critical role in cellular energy production. Current research illustrates that an adequate supply of riboflavin works with CoQ₁₀ to improve the creation of energy within the brain. This brain energy can improve resilience to migraine headaches.

alcohol, and prescription diuretics for hypertension. Conversely, supplementation can also yield rapid results. Despite the fact B₂ has been identified for its importance for brain energy, the entire B-complex group of vitamins is essential for a healthy central nervous system. New Roots Herbal's **UltraB Complex** is a well-balanced formula containing the biologically active forms of the entire B-complex family of vitamins.

The fact that B vitamins are water-soluble makes them vulnerable to diuretic forces such as caffeine-containing beverages,



Did You Know?

No More Taxes on Stevia

As stevia is considered a whole food with no taxable ingredients, we are now happy to offer our clients our stevia products with no added taxes to our listed price.

Don't hesitate to contact our customer service department for more information about our line of stevia.



A Healthy Detox



It's that time of year again, when many choose to undertake a detox program. Many different types of detox programs exist; some commonalities shared amongst them include recommendations for a cleaner diet, and supplementation with herbs or nutrients that help support proper metabolism and elimination of toxins. By "toxins," we mean either accumulated byproducts of cellular metabolism (i.e. waste products formed by the body itself) as well as environmental contaminants such as heavy metals and endocrine disruptors, such as bisphenol A, dioxins, and related compounds. In this article, we will examine the components of our ideal detox program.

Hypoallergenic Diet

Adhering to a strict hypoallergenic diet improves digestion, reduces inflammation, and improves immune function; conditions which are necessary for effective metabolism and elimination of toxins.^[1, 2] Many people suffer from various grades of food sensitivity, for instance with intolerances to gluten, dairy, eggs, soy, or chocolate; eliminating these from the diet improves energy and global digestive function, and lowers inflammatory markers such as C-reactive protein (CRP).^[1, 2] Furthermore, with less toxic insult from food, the body can more effectively eliminate other byproducts or chemicals. Finally, the bowel is the body's major route of elimination; regular bowel function is critical for effective detoxification. If not eliminated from the body in a timely manner, toxins and metabolic byproducts can be reabsorbed into the bloodstream and recirculate throughout the body.

As the base hypoallergenic diet, we recommend the following dietary pattern for between 2 and 4 weeks: grain-free, dairy-free, and sugar-free, with heavy emphasis on fruits and vegetables (5+ servings each per day); consumption of lean protein such as turkey, chicken, fish, and legumes; and consumption of nuts and extra virgin olive oil as desired.

Exercise and Sauna

Exercise is an important component of the detox program, because it increases blood and lymphatic circulation. This results in better delivery of nutrients and “mopping up” of toxins from tissues. Exercise promotes detoxification through all routes of elimination, including the bowels, kidneys, lungs, and skin. Sweating is a critical route for the elimination of fat-soluble toxins. We recommend 20–30 minutes per day of moderate aerobic activity such as brisk walking, completed five to six days per week. The pace of exercise should be comfortable enough to carry on a conversation at. The target heart rate in beats per minute can be calculated as 60–70% of maximal heart rate. Maximal heart rate is equal to 220 minus your age; for instance, for a 40-year old man, the MHR is 180 beats per minute. The target heart rate to aim for would be between 108 and 126 beats per minute.

Infrared sauna is a technique that can enhance elimination of certain toxins through sweating. Similar to exercise, sauna therapy has been shown to increase cardiac output, peripheral circulation, and sweating.

Walter Crinnion, a specialist in environmental medicine, summarizes data from several studies showing that sauna therapy may help increase elimination of certain metals, including mercury, cadmium, and antimony, as well as PCBs and solvents.^[3, 4] Saunas are contraindicated in pregnant women or persons with advanced heart disease.

Supplements

The goal of supplements to support detoxification is to maintain regular bowel function, and to provide nutrients and antioxidants that can help facilitate safe and effective metabolism of toxins. To ensure no less than one bowel movement per day, we typically recommend daily consumption of peppermint and chamomile tea, combined with use of 150 mg of magnesium citrate, preferably before bedtime.

Milk thistle (*Silybum marianum*) is the premier hepatoprotective herb. It contains antioxidants, known collectively as silymarin, that have membrane-stabilizing properties, and have been shown to help reduce inflammation and regenerate liver cells exposed to toxic injury.^[5] *Silybum* may also have chelating effects for certain metals: silymarin has been shown to reduce iron overload in patients with *beta*-thalassemia^[6] and hemochromatosis.^[7] A good dose of milk thistle is 600 mg per day. *N*-Acetylcysteine (NAC) is the rate-limiting precursor for glutathione in the body; glutathione is one of the most important antioxidant enzymes, involved in a host of detoxification reactions. A therapeutic dose of NAC is 600 mg two or three times per day. Various other nutrients may be added to this base protocol based on individual needs.



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Harness its Healing Power

New Roots Herbal's **Pau d'Arco Taheebo** powder is sourced in Brazil from *Tabebuia heptaphylla*. This evergreen native to Central and South America as well as the Caribbean has a rich history of therapeutic use. All New Roots Herbal pau d'arco products use only the inner bark of this species recognized as a rich source of lapachol and as many as 20 other complementary compounds recognized for their therapeutic value.

Pau d'arco is used for a wide spectrum of illnesses and diseases including arthritis, bacterial

infection, ulcers, herpes simplex (cold sore virus), diabetes, parasites, and some forms of cancer. Pau d'arco is also used topically for bacterial and fungal infections, insect and snake bites, as well as psoriasis.

The lack of controlled clinical trials for pau d'arco is common among many single-ingredient natural products due to lack of patent protection as seen in the pharmaceutical industry. However, the universal use of pau d'arco for alternative and natural health-care attests to its role in wellness for a world still seeking a cure for cancer and the common cold alike.

New Roots Herbal boasts a selection of pau d'arco products to suit all needs, including capsules, tinctures, tea bags, and a versatile 454-gram bulk format.



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D-Mannose & Cranberry

Age-Related Risk Factors for Recurrent UTIs?



1549

Recurrent urinary tract infections are relatively easy to treat. Unfortunately, the most common course of action, broad-spectrum antibiotics from the tetracycline group, has triggered the emergence of antibiotic-resistant strains of pathogenic bacteria.

Although women are more prone to infection – in part due to the shorter route infectious bacteria (80% of UTIs are caused by *Escherichia coli*) travel via the urethra – both genders grow more susceptible to infection with age. Women experience a decrease in natural antimicrobial compounds within the bladder as well as weakening of its epithelial lining, both factors increasing susceptibility to infection. Urinary stagnancy caused by benign prostate hyperplasia (BPH) can contribute to increased incidence of UTIs for men.

Frequent use of systemic antibiotic therapy has the additional drawbacks of disrupting beneficial microflora and reducing effectiveness in the event of an illness where antibiotics are the only viable treatment.

D-Mannose & Cranberry with Probiotics is a side effect-free strategy for relief from recurrent UTIs. It employs the diverse benefits of three potent,



proven, natural ingredients that target bacterial infection, more specifically *E. coli*, within the entire urinary tract. It's a safe product worthy of consideration for use on a regular basis along with an enteric-coated oral probiotic such as **AcidophilusUltra** for those prone to recurrent infection.

D-Mannose & Cranberry with Probiotics contains:

- **D-Mannose:** This natural sugar is not converted to glycogen in the liver; it enters the bloodstream directly to bind and trap *E. coli* in the kidney and urinary tract for quick and easy elimination.
- **Cranberry 107x:** Proanthocyanidin-rich cranberry concentrate prevents the adherence of *E. coli* within the entire urinary tract.
- ***Lactobacillus rhamnosus*:** This specialized probiotic strain is resistant to harsh stomach acids. It produces compounds (surfactants) that disrupt pathogenic bacterial strains (including *E. coli*) from infecting the lining of the urinary tract.

Put a Spring to Your Step

Reformulated and Improved



1212-1214-1215



Many roads can lead to success “en route” to safe, natural, and effective weight loss. **SlimmerSystem** is a unique and diverse formula of nutrients, vitamins, and minerals that deliver the natural nudge that complements willpower and lifestyle change for lasting weight management.

A potent standardized extract of *Garcinia cambogia* is the therapeutic backbone of **SlimmerSystem** with its ability to suppress appetite and sugar cravings as well as inhibiting fat storage. *Coleus forskohlii* extract initiates the release of stored fat and signals the brain to feel full. Choline, inositol, and betaine hydrochloride exert lipotropic action in helping the liver break down and excrete fat; impairment of this metabolic process is common with obesity.

Gymnema sylvestre extract and chromium picolinate stimulate insulin production and cellular receptivity. An adequate supply of both insulin and minerals to ensure its effectiveness are

critical allies in the prevention of both type II diabetes and obesity. An extract of kola nut is a natural caffeine source that accelerates the metabolism. Kola nut also has a history of use to ease hunger pangs; this benefit is crucial during the early stages of a weight-loss initiative.

The potent trio of thermogenic extracts green tea (75% EGCG), ginger, and capsicum curb appetite and ignite the metabolism to accelerate caloric consumption. **SlimmerSystem** also contains the recommended daily allowance (RDA) for several vitamins and minerals critical for safe and effective weight management.

SlimmerSystem is formulated to remove common roadblocks inhibiting weight loss that many of us may not have even identified. Team up with New Roots Herbal and discover how even shedding several stubborn pounds can have a resounding effect on many aspects of your health and well-being.

Did You Know?



Seabuckthorn Oil: A Case of Split Personalities

Seabuckthorn is the source for two distinctive oils, each one bearing its own specific fatty-acid profile. Our **Seabuckthorn Fruit Oil** is a rare botanical source of palmitoleic acid, the omega-7 fatty acid with many therapeutic applications including maintenance of healthy cholesterol levels, immune support, soothing and strengthening mucous membranes throughout the body, and for healthy youthful-looking skin.

Seabuckthorn Seed Oil is distinctly different, with a concentration of linoleic acid exceeding 37%. This omega-6 unsaturated fatty acid is easily absorbed and quenches skin cells, while reducing evaporation. This strengthens skin cells and increases elasticity for a more youthful appearance. **Seabuckthorn Seed Oil** is an abundant and organic source of the emollient (moisturizing) oils included in many premium skin-care products. The light-absorption properties of **Seabuckthorn Seed Oil** are also beneficial for epidermal health, as ultraviolet radiation is a major cause of premature aging of skin and the leading risk factor for skin cancer.

New Roots Herbal's certified organic seabuckthorn fruit and seed oils are produced by the solvent-free, low-temperature process of supercritical CO₂ extraction to maximize purity and preserve potency.

Choose to Care



Habitat for Humanity

Habitat for Humanity Canada has been supporting low-income Canadian families since 1985. The not-for-profit organization has been providing shelter for poor families by building, repairing, or improving houses all over Canada and the world. Since its development, Habitat for Humanity Canada has dedicated over 2,200 homes nationwide. There are currently 65 affiliates in 10 provinces and two territories, and 83 ReStores.*

The importance of providing a decent shelter for families — and especially for children — is extremely crucial for their educational progress, physical and psychological health, and simply to make them happier. New Roots Herbal appreciates the work that Habitat for Humanity is offering to our society, and through our Choose to Care program we are lending a hand to support the organization's objectives. For 2014, New Roots Herbal will be donating a total of \$15,300 to Habitat for Humanity, and with your continual support and purchases we will be looking to increase our contribution in the near future.

*ReStores are building supply stores that accept and resell quality new and used building materials.

Relax. Take a Chill Pill.



New Roots Herbal CHILL PILLS is the natural treatment choice for managing your day-to-day stresses and chronic anxiety. By relaxing the central nervous system, **CHILL PILLS** creates coherent, constructive brain activity that leads to better mental sharpness.

CHILL PILLS is nonaddictive and nondrowsy!

CHILL PILLS offers a gentler alternative compared to other treatments for anxiety disorders. Our rigorously laboratory-tested standardized extracts will calm you down so that you can keep up with the hectic pace of modern life.

For a happy and healthy lifestyle, take **CHILL PILLS** and say goodbye to stress!



- Our in-house laboratory has 12 scientists: 3 PhDs, 3 MScs, and 6 BScs
- We exceed government testing requirements

