



# Natural Facts

*New Product Announcements, Specials, and Information*

June 2 to July 11, 2014



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**Heart Health**  
Awareness for Women

Sound of  
**Body and Mind**

Health Advice:  
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**Osteoporosis**  
and Men

Complete Care for  
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Sweet Onions

...and other great topics

Distributed in Finer Health Food Stores

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



# Health Advice

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



## Heart Health Awareness for Women

Many conditions deserve our attention, awareness, and preventative efforts: for example, breast cancer, ovarian cancer, osteoporosis, endometriosis, or polycystic ovary syndrome. However, of all health conditions, heart disease is one of the least-known, serious illnesses targeting women. This is not to say that men do not suffer from heart disease; on the contrary, this silent killer affects both genders quite significantly.

*Women are affected by unique, less-recognized risk factors, however, and those that are not necessarily unique, such as smoking and obesity, are on the rise among women. Heart disease also presents differently in women.*



This month, we take a closer look at heart disease in women, including some key preventative strategies.

**According to 2008 statistics, cardiovascular disease (including heart attack or stroke) accounts for almost 30% of deaths among women.**<sup>[1]</sup> Surprisingly, this number is slightly higher than the comparable percentage for men.<sup>[1]</sup> Women are more likely to die from heart disease than from any other condition.<sup>[2]</sup> It is estimated that two out of three Canadian women have one or more major risk factor for heart disease.<sup>[3]</sup>

The prevalence of known risk factors for heart disease are on the rise among women, such as smoking, obesity, and diabetes. Maintaining a healthy body weight, through a combination of diet and engaging in regular physical activity, is important across the age spectrum. Consuming a diet low in processed foods and high in fruits, vegetables, legumes, fish and lean meat, and healthy fats, mimicking the Mediterranean dietary pattern, has been shown to lower the risk of diabetes and heart disease.<sup>[4, 5]</sup> Exercise should consist of at least 30 minutes of moderate aerobic activity, such as walking, four to five times per week.

Women are also at risk from lesser-known factors such as use of hormonal drugs like the birth-control pill, other hormone-containing birth-control methods, and conventional hormone replacement therapy.<sup>[6]</sup> Although the medical risks of these treatments has been known for quite some time, recently even the mainstream media have been paying attention, with recent coverage of Yaz.<sup>[7]</sup> The fashion magazine *Elle* recently devoted an entire article on the deleterious health effects of the birth-control pill.<sup>[8]</sup> Using safer methods of regulating



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### Note

We will be closed on June 24 (St. Jean Baptiste) and on July 1 (Canada Day).

fertility (that do not contain synthetic hormones) and natural strategies for the management of menopausal symptoms is uniquely important in lowering the risk of heart disease among women.

*The existence of other hormonal imbalances, such as polycystic ovary syndrome or hypothyroidism, further increases cardiovascular risk.[9, 10]*

Lastly, there has been considerable educational effort directed toward helping women recognize symptoms of heart attack, in particular its often distinctive presentation in women. Women may experience nausea, shortness of breath, lightheadedness, sweating, pain in the left arm or neck, and extreme fatigue. Nonetheless, despite these atypical symptoms, newer data shows that classic chest pain is still the most common symptom of heart attack, even among women.[4] This pain is often described as a “vise grip” tightening around the chest.

*It is important for women to be aware of how heart disease may affect them, and how to lower their individual risk factors. We invite you to share this information with the women in your life.*



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# Sound of Body and Mind

## VitaminC<sup>8</sup> now in sachets!



1686

### Note

The UPCs for the box of 30 sachets and the individual sachets are different to allow for individual purchases.

With 8 assisted pathways for the absorption and sustained retention of vitamin C, consider **VitaminC<sup>8</sup>** as spokes in the wheels providing the balance and support essential for excellent health and immune system performance.

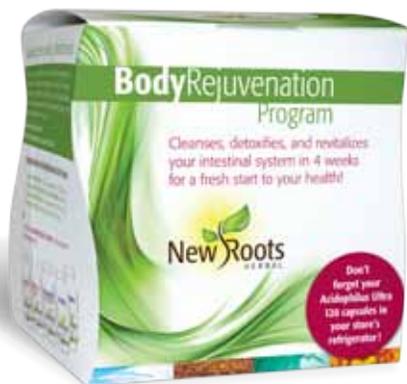
Our comprehensive formula delivers seven trace metals and electrolytes in highly bioavailable, buffered forms that are also easy on the stomach. *They're the spark for hundreds of enzymatic reactions and metabolic functions, along with helping replenish energy following exercise or exertion.* **VitaminC<sup>8</sup>** also boasts an extensive roster of potent antioxidants that include quercetin, rutin, hesperidin, resveratrol, grape seed extract, cranberry 107x,

**bilberry extract, and multiberry extract. A potent green tea extract (75% EGCG) bolsters its antioxidant potential with the equivalent of 3 cups of green tea per capsule.**

Naturally sourced bromelain and papain furnish potent proteolytic enzymes to digest complex proteins within the gastrointestinal tract. Bromelain also helps moderate inflammatory symptoms that contribute to joint pain and stiffness. Black pepper standardized to 95% piperine enhances the overall bioavailability of our formula.

Now available in a convenient and portable sachet format; bring one along to replenish your electrolytes while you're blazing your own trail to wellness.

## A Fresh Look for Body Rejuvenation Program



799

We've streamlined one of our flagship products for re-release this summer. Our new version of the **BodyRejuvenation Kit** (now named **BodyRejuvenation Program**) is going forward without **Bentonite**. We're confident the intense synergistic action of **Prolax**, **Springlife**, **Pancreatin**, and **FiberUltra Rich Plantago** will chart the course for a program of internal cleansing, renewal, and rejuvenation.

Our proprietary formulations collectively dissolve compacted

waste material within the intestines, engulf accumulated toxins, and accelerate gastrointestinal transit for safe and effective excretion. Better digestion, vitamin synthesis, renewed energy and vigour, and even shedding of a few stubborn pounds are among the many benefits of our comprehensive program.

The **BodyRejuvenation Program** is also more affordable as well as being available for year-round shipping.

## Hybrid Fuel for Cognitive Function



1184

Coconut oil has a wealth of health benefits locked within its unique fatty acid profile. The body produces organic compounds from coconut oil, called ketones, that the brain can use as an alternative fuel for brain cells that cannot effectively metabolize glucose. The impairment of brain cells for glucose metabolism is often age-related and can play a critical part in many forms of cognitive impairment, including dementia, memory loss, and Alzheimer's disease (commonly referred to as "diabetes of the brain").

Ketones follow an alternative pathway to energize nerve cells, as they easily cross the blood-brain barrier and do not require insulin for entering cells. The intense metabolic demands of the brain consume large

amounts of energy; New Roots Herbal's **Coconut Oil** softgels could be the complementary energy source for cognitive performance that keeps you "plugged in".



## Did You Know?



### Follow the Leader

**New Roots Herbal was the first to act on the definitive research showing vitamin A and its precursor *beta*-carotene are best left out of multivitamin products. We continue to be the only supplier offering a vitamin A and *beta*-carotene-free multivitamin to retail stores.**

We were not surprised to learn that the manufacturer of a major well-known professional line has recently taken action on the same research, and **introduced a vitamin A-free multivitamin for distribution by naturopaths and other health professionals.** As more health professionals get on board with this, you will start seeing customers coming into your store asking for a vitamin A and *beta*-carotene-free multivitamin.

Our **Multi** is available in formats of 30, 60, and 120 capsules. We also have literature available, outlining the research behind this important new direction in supplement formulation.



1726-1731-1734



## Wear-and-Tear Arthritis

Wear-and-tear arthritis, also known as osteoarthritis, is a common cause of joint pain, stiffness, and reduced joint mobility among adults, often starting in the fourth and fifth decades of life. Among men, this type of arthritis can set in following years of participation in high-impact sports such as hockey, soccer, and running, along with any associated injuries. Exercise is probably the single most powerful habit one can engage in to benefit health; however, arthritis can limit one's ability to be active. In this article, we focus on a handful of simple yet effective natural treatments that can help reduce inflammation and prevent joint damage associated with this type of wear-and-tear arthritis.

In clinical practice, we see impressive responses for joint pain with acupuncture therapy. Acupuncture involves the insertion of tiny needles into the soft tissues (muscles and fascia) supporting the affected joints. In arthritis or in an acute injury, muscles surrounding the joint tighten up as part of a protective response. This can lead to increased tension on the tendons, ligaments, and noncontractile tissues of the joint however, and can impede proper healing. Needling these muscles triggers the muscles to release.

Acupuncture has also been shown to reduce pain by altering the release of pain-signaling chemicals as well as the brain's processing of pain signals.<sup>[1]</sup> There is a wealth of studies showing acupuncture to be effective for treatment of osteoarthritis of the knee,<sup>[2, 3]</sup> hands,<sup>[4]</sup> and shoulder.<sup>[5]</sup>

*Since arthritic pain and joint damage are mediated by a state of inflammation, supplementation with fish oil, especially eicosapentaenoic acid (EPA), is a therapeutic priority.*

The omega-3 fats in fish, eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) act as competitive antagonists to the cyclooxygenase-2 (COX-2) enzyme and the lipoxygenase (LOX) enzyme. These enzymes act on fatty acids available to them in the cell membrane. When arachidonic acid (AA) is used, it is converted to proinflammatory chemicals including 2-series prostaglandins (PGE<sub>2</sub>) and leukotrienes.<sup>[6]</sup> However, when EPA is used, it not only blocks the production of PGE<sub>2</sub>, but is itself converted to anti-inflammatory chemicals such as PGE<sub>3</sub>, and LTB<sub>5</sub>. In this way, fish oil has similar effects as nonsteroidal



*Natural Eggshell Membrane (NEM®) is a new, proprietary extract with pilot studies and a randomized controlled trial demonstrating sizeable improvements as early as seven days.[7, 8]*

Supplementation with 500 mg of NEM® for eight weeks was shown to reduce knee pain and stiffness compared to placebo at all time points. After only 10 days, pain was reduced 15% compared to placebo.[8]

Boswellia, an Ayurvedic herb also known as frankincense, has been shown to reduce inflammation associated with osteoarthritis. Boswellic acids have been demonstrated to inhibit 5-lipoxygenase (5-LOX), the enzyme responsible for the production of proinflammatory leukotrienes from arachidonic acid.[9] In clinical trials, boswellia extract has been shown to improve pain and functional ability as early as seven days in patients with osteoarthritis of the knee.[9]

Curcumin, an extract of turmeric, has been shown to decrease inflammatory chemicals in patients with osteoarthritis. Administration of curcumin to 100 patients with osteoarthritis resulted in significant decreases in a series of inflammatory markers including interleukin [IL]-1beta, IL-6, soluble CD40 ligand [sCD40L], soluble vascular cell adhesion molecule (sVCAM)-1, and erythrocyte sedimentation rate (ESR).[10] There were also significant improvements in joint pain, stiffness, and range of motion, and improvements in the distance that patients were able to walk on a treadmill test.[10]

Natural therapies can help keep you healthy, pain-free, and active.

anti-inflammatories (NSAIDs, e.g. aspirin), but without the gastrointestinal side effects.

There is also a selection of additional natural health product ingredients that have been demonstrated to improve joint pain and stiffness associated with osteoarthritis.

*NEM® is a registered trademark of ESM Technologies, LLC.*

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# Osteoporosis and Men



Awareness of the many diseases that afflict North Americans has reached an all-time high. Despite the fact some diseases only afflict one sex gender, public perception coupled with intense marketing has led us to believe some of the most critical age-related degenerative diseases are gender-specific. Coronary heart disease, for example, has long been considered a concern for men, yet it eclipses cancer as the number one killer of women.

*Osteoporosis is both underdiagnosed and undertreated in men; unfortunately, it's often only diagnosed following a fragility fracture. In fact, observational studies for osteoporosis-related fractures indicate mortality rates are between two and three times more prevalent for men.*

Even though men don't experience the same postmenopausal acceleration of bone loss as women, they are living longer than they used to and gradually close the gap for incidences of



296, 297, 950

life-threatening osteoporosis with age. Increased bone density coupled with healthier connective tissue strengthens joints to decrease pain especially within weight-bearing sites such as knees and hips. **The addition of standardized extracts of curcumin, lutein, lycopene, grape seed and green tea in our new improved formula have been synonymous with reports of alleviation from chronic joint pain in knees, hips, and more.**

**StrongBones** recognizes the importance of a sound skeletal system, as well as identifying the critical role that bones play for production of blood cells that drive immune response and oxygen delivery for the survival of all human tissue. Osteoporosis Canada recommends daily consumption of 1200 mg of elemental calcium; **StrongBones** delivers 900 mg

of highly bioavailable calcium in the form of bovine-sourced microcrystalline hydroxyapatite from New Zealand. This represents the ideal amount in supplement form, as most daily diets are credited with at least 300 mg of calcium.

The skeletal system is a dynamic network of living tissue that undergoes a constant two-part process of renewal called remodeling. The process is twofold: specialized cells called osteoclasts break down weary bone tissue for resorption, and osteoblasts generate healthy replacement bone cells.

New Roots Herbal's **StrongBones** is formulated with specific nutrients that slow down the process of bone resorption while accelerating the nourishing osteoblasts in the production of new bone tissue.

In the same sense that we refer to needing a solid foundation for most things in life, **StrongBones** gives both men and women the raw materials necessary for a robust and healthy skeletal system crucial for healthy aging.

## Raising the Bar for a Scintillating Summer



1735

The capacity to cope with pain and inflammation is an intangible that can limit the activities of the avid gardener and triathlete alike. A visit to any medical-industry website lists aspirin and up to 20 different nonsteroidal anti-inflammatory options (NSAIDs) for symptomatic relief of joint pain, without addressing the underlying cause.

**JointPain Relief** forges a multidimensional path to stronger joints and connective tissue, along with a natural approach to raising your pain threshold by gently reducing pain and inflammation. Joint pain, especially in the knees, can be debilitating. Our formula features naturally sourced eggshell membrane (NEM®), a potent source of specific

compounds that fuel the renewal and growth of cartilage, connective tissue, and synovial fluid. Healthy connective tissue cushions and solidifies joints, while a plentiful supply of synovial fluid keeps points of articulation systems well-lubricated for pain-free range of motion. Potent extracts of Devil's claw, *Boswellia serrata* (frankincense), curcumin, and black pepper collectively target enzymes that cause pain along with compounds that contribute to acute and chronic inflammation.

The priceless byproducts of **JointPain Relief** are twofold. Increased physical activity will strengthen muscle groups that solidify joints including knees, hips, and shoulders. Exercise also stimulates your body's natural production of endorphins (hormones) that block pain and trigger positive feelings, such as the one commonly referred to as "runner's high".

Team up with **JointPain Relief** to prevent pain and inflammation from keeping you on the sidelines this summer.



*NEM® is a registered trademark of  
ESM Technologies, LLC.*



# Complete Care for Fuller Hair



1555-1612



Baldness and thinning hair are conditions with a mosaic of underlying causes. With this in mind, we formulated **Hair&Scalp** as a complete hair-health formula for both women and men. Our formula creates favourable conditions for the prevention of hair loss and thinning, and to nourish healthy, productive hair follicles.

Each and every hair follicle is a self-sufficient production facility, with a network of sensory nerve fibers, capillaries, a sebaceous gland that produces oil which conditions hair and surrounding scalp area, and even a muscle (arrector pili).

**Hair&Scalp** contains 18 ingredients – up to twice as many as leading competitors – that address hormonal, nerve, microcirculatory, vitamin, and mineral support critical for the ongoing health of both hair and scalp.

Our formula contains certified organic pumpkin seed oil, and potent standardized extracts of saw palmetto, flax seed lignans, grape seed, green tea, and stinging nettle. These nutrients work in unison to deter the conversion of testosterone to dihydrotestosterone (DHT), the

leading hormonal cause of male pattern baldness.

***Hair&Scalp** also contains the amino acid L-aurine, which blocks action of the protein TGFβ responsible for hair-follicle inflammation and miniaturization.*

Silica-rich horsetail invigorates hair follicles and strengthens individual strands for fuller hair with increased resistance to breakage.

We've included B-complex vitamins for keratin production, the pivotal protein in hair, skin, and nails. These vitamins also support sensory nerves and microcirculation essential for productive hair follicles, including better bioavailability for the entire formula.

The average scalp is populated with 100,000 hair follicles. The challenging elements of summer's wind, sun, and surf are the ideal time of the year to preserve and protect hair health and appearance with New Roots Herbal's **Hair&Scalp**.

All ingredients are fully tested in our state-of-the-art laboratory.



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## Okanagan-Style Sweet Onions

**Serves:** Up to 10

**Ingredients:**

- 4 large sweet onions
- 2 cups of red grapes (preferably Syrah)
- 2 tbsp *Red Palm Fruit Oil*
- 1 tsp. smokey paprika
- ½ tsp. Cayenne pepper
- A pinch of sea salt to taste

**Directions:**

Slice onions into ¼-inch rings, sauté with *Red Palm Fruit Oil* until semisoft. Toss in the grapes continue sautéing until the grapes completely rupture, then add the paprika, Cayenne, and sea salt a few minutes before serving.

The peppery overtones of the Syrah grape make this a sweltering and sweet addition for any grilled dish, or served with toast points and aged cheddar.

Tastes great prepared on the grill or stovetop.



## A Beautiful Nature is Something to Protect

David Suzuki Foundation's mission is to protect our nature and to ensure that we have a better quality of living. The organization's vision entails that "Canadians act on the understanding that we are interconnected and interdependent with nature".<sup>[1]</sup> The foundation introduced and encouraged many great initiatives to support the environment such as recycling electronics, identifying effective climate policies and means to face Canada's climate changes, and more.

Moreover, the foundation's recognized efforts for the past 25 years have driven New Roots Herbal to support their work. Because we choose to care for our nature and Canadians' health, we have increased our annual contribution devoted to the David Suzuki Foundation for 2014. By purchasing our products, consumers are indirectly supporting effective and successful organizations to preserve our environment.

1. <http://www.davidsuzuki.org/about/>

All oils are certified organic by:



# New Roots

HERBAL



Certified organic by:



## Get back to the roots of skincare

New Roots Herbal's Exotic Oils are 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.

Visit [www.NewRootsHerbal.com/exoticoils](http://www.NewRootsHerbal.com/exoticoils)

