

new
roots
herbal®

Natural FACTS

JANUARY 16 TO FEBRUARY 28 2006

STOP SMOKING

The **amazing** supplement
that works!



New Roots Stop Smoking combines certified organic botanical extracts to help you manage tobacco cravings and to reduce tension associated with smoking cessation. This formula will make the taste of smoking unbearable and nauseating. At some point you will have to choose whether you prefer to smoke or remain on the formula because you will not be able to do both. All the botanicals in Stop Smoking are certified organically grown or wild crafted, which means they deliver a greater therapeutic affect. Because you are removing toxins from you body, you do not want to have herbicides or pesticides hindering the detoxification regime. This is a completely natural drug-free cutting edge way to break a nasty life taking habit.

- **Ex-smokers** tell us that it works
- **Better** than anything they have tried including:
 - The Patch
 - Anti-Smoking Drugs
 - Hypnotism

The **Gist** on Probiotics



There has been much confusion with respect to probiotic strains and just what their "source" is. Talk of human strains and non-human strains is widespread. We would like to clear up any confusion on the subject with a simple honest look at the reality of just what a probiotic is and what people are talking about when they specify specific strains.

A probiotic is a live organism that when inhabiting the human digestive tract helps us in a variety of ways. This is a symbiotic relationship in which we profit from their presence and they profit (proliferate) from the environment we furnish them.

Probiotics are a part of our world. When a child is born, it is sterile of any kind of intestinal flora. The bacteria in our bodies are acquired through touching the mother's skin and being in contact with the environment in which we live. Foods we eat such as yoghurt, dairy and vegetables we eat supply us with these beneficial bifidobacterium. Whether the bacteria is friendly or not, it is a question of balance between good and bad that enables us to create an immune system that is unique, where both beneficial and unbeneficial bacteria battle for victory within our GI tract for our entire lives. No strain is necessarily purely human; we have to look at

what we define as a source. After all, since humans are born sterile; the bacteria in our intestines are acquired through our environment. The use of the word "human" strain is really nothing more than desperate marketing. A strain living in a human being can be identical to a strain living on a plant source, it is happy to thrive in both environments. Should humans eat that plant, they will acquire that strain.

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So is this a human strain or a plant strain? A human being can naturally acquire this strain, by ingesting the plant. A child can naturally acquire this strain by touching the mother who has acquired the strain through her diet.

When we want to replicate a specific strain, we can acquire the strain from plant sources. **Strains should be chosen for their safety, efficacy and effectiveness. Key items in choosing an effective probiotic mix are:**

- Preservation
- Efficacy
- Synergy
- Safety

An effective formula must have strains that do not harm their host or strains that do not harm each other yet work in synergy to proliferate.



design a probiotic formula that is safe and effective, but to ensure that our label claims are met. Acidophilus Ultra is overbuilt and shipped with an ice pack. Prebiotics (food for the probiotics) in the formula also help ensure that the strains proliferate. Our capsules are enteric coated with a special newly developed natural water based coating to guarantee they survive stomach acids so that the probiotics arrive alive, healthy and active in the intestine to deliver their beneficial results.

The key to remember or understand is that nature does not always conform to our human way of defining the world; things are not as black and white as we would like. A strain exists and lives where it can survive. Whether it is beneficial or not is another question. We do not "create" probiotic strains when we are born; we are exposed to them through our environment where they colonize in our intestines and become part of our existence. Some strains can thrive in a human, animal or plant environment, where others can only survive in a human or only in a plant environment. These characteristics do not make one form superior to another. They are simply different.

Probiotic strains work best by adhering to the walls of the intestines to proliferate. It is best to choose strains based on their qualities and not on an arbitrary decision by which strains that can exist in humans and other organisms be excluded from the pool of strains from which to choose. This is akin to deciding that the only food one eats will be food that no other animal touches.

We take great care to not only

We hope that this article has helped clear up at least some of the questions. The information is there to be understood and interpreted. We think as long as consumers are informed the truth will let itself be known.

Our Acidophilus contains the following strains, strain names and original strain sources. These strains were initially isolated and chosen for their synergistic effects. They are grown on a nutrient medium that is specifically designed to be well liked by the bifidobacterium and then cultivated.

Below is the chart of our probiotics and the source of the strains.



Actual Name	Label Name	Strain number	Source	Location
L. Rhamnosus B	L. Bifidus	Rosell-49	Dairy	Found in various fermented foods and humans
L. Rhamnosus A	L. Acidophilus	Rosell-11	Dairy	Dairy
L. Acidophilus	L. Acidophilus	Rosell-52	Dairy	Can be found in plants, dairy and animals
L. Plantarum	L. Plantarum	Rosell-1012	Ubiquitous origin	Plants and animals
L. Casei	L. Casei	Rosell-215	Dairy	Found in various fermented foods and humans
B. Longum	B. Longum	Rosell-175	Human	Only in human intestines
B. Infantis	B. Infantis	Rosell-33	Human	Only in human intestines
B. Breve	B. Breve	Rosell-70	Human	Only in human intestines
S. Thermophilus	S. Thermophilus	Rosell-94	Dairy	Yoghurt Culture
L. Bulgaricus	L. Bulgaricus	Rosell-94	Dairy	Yoghurt Culture

Avian Flu

How Can We Protect Ourselves?



In 1918 the so-called Spanish flu epidemic wiped out 50 million people world-wide. Now, 90 years later, there is concern that a strain of avian or "bird" flu could once again become an epidemic.

Presently, this disease is confined to poultry with some infections to wild birds as well. The disease is not easily transmitted to humans, yet there have been 120 cases with over 60 deaths. However, scientists including the World Health Organization are concerned it may mutate to become easily transmitted by humans that may lead to a world-wide pandemic.

Avian flu is a very contagious disease caused by viruses that

affect birds. There are many strains of avian flu, one of which is poultry flu or the H5n1 strain. This strain most probably originated in domestic birds, then passed through poultry to wild birds. These outbreaks have occurred in Southeast Asia since 2003. The disease has moved upwards toward Russia and Kazakhstan and has recently been confirmed in Romania and Turkey.

Human cases have been attributed to close contact with infected chickens and there has been no documented transmission between wild birds and humans. The question remains; how can we protect ourselves against avian flu? The more we know about this epidemic, the more we can understand what steps may be taken to prevent infection.

Our Immune System

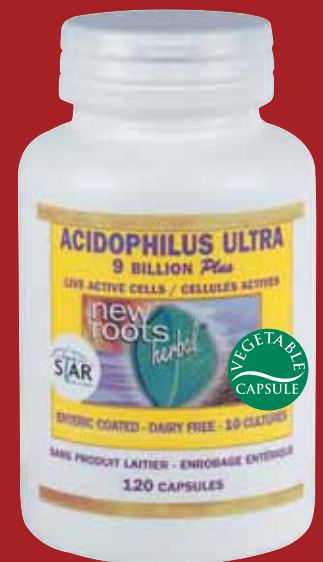
One thing we do know is that a strong immune system is an intelligent way to ward off any disease. We believe it is critically important for all of us to immediately look to build as healthy an immune system as possible. Please recognize that a well-functioning immune system is our first natural defense against cold and flu, various infections and toxins, as well as promoting healthy cells. Two products we carry come into mind: Acidophilus Ultra and Multi Max Immune. New Roots Herbals Acidophilus Ultra contains 10 special probiotic micro-organisms that clean, protect the intestines, stimulate the immune system, and completely replenish the gastro-intestinal system. Acidophilus

The question remains; how can we protect ourselves against avian flu?

Multi-Max Immune provides a far broader umbrella of nutritional support to assist your body to cope with environmental and lifestyle stresses and the need for immune response of modern life better than the vast majority of multiple vitamins on the market today. Antioxidants are present to help block the action of free radicals. They can help prevent heart disease, cancer, and various other conditions associated with aging. Free radicals are atoms or groups of atoms that have at least one unpaired electron, which makes them highly reactive. Free radicals promote beneficial oxidation that produces energy and kills bacterial invaders. In excess, however, they produce harmful oxidation that can damage cell membranes and cell contents.

The immune system is a complex organization of cells that directly attack and kill harmful bacteria and viruses and also cells that produce chemical substances that are toxic to harmful bacteria and viruses. It has now been shown that consumption live bacteria that belong to the group known as lactic acid bacteria (LAB) increase the production of IFN γ , IL-10, IL-4 and IL-6. Researchers have shown that IFN γ , IL-10, IL-4 and IL-6 all belong to a group of molecules called cytokines that are important members of our body's immune response system. LAB also cause increases in the numbers and activity of natural killer (NK) cells that kill virus infected cells. Tell your customers to protect themselves from the Avian Flu with Acidophilus Ultra and Multi-Max Immune, the most comprehensive blend of acid protected probiotics, antioxidants and vitamins available.

have high quality blood in your body, increasing your vitality and immune strength to protect yourself against pathogens and viruses.



Immunza Natural

Extracts of Echinacea root, Pau D'Arco bark, Usnea lichen, Golden Seal whole plant, Propolis resin, Wild Ginger root, Cayenne fruit with grain alcohol and distilled water. All certified organic or wild crafted.

This is super formula for kick-starting the immune system and it has an antibacterial action. This is a good remedy for colds, flus and infections.

Cayenne (Capsicum spp.) : Helps propagate the other herb's beneficial properties. Helps expel illness related toxins from the body.

Echinacea (Echinacea angustifolia) : Provides a boost to the immune system, increasing white blood cell counts.

Golden Seal (Hydrastis canadensis) : Possessing powerful anti-bacterial properties, this herb helps tone the lungs and gastro-intestinal tract.

Pau D'Arco (Tabebuia impetiginosa) : Originally used in South America to help reinforce the immune system and fight off auto immune diseases.

Propolis (Propolis) : Helps heal the epithelial tissue, restoring defences against infections.

Usnea (Usnea spp.) : Acts much in the same way as penicillin, though without causing yeast overgrowth in the gastro intestinal tract.

Wild Ginger (Asarum canadensis) : Induces perspiration by heating up the body, also helps combat colds. Wild Ginger empowers the immune system.



THE SUPER IMMUNE

12x² stronger
12x² more
effective



240 mg sterols & sterolins

New Roots Herbal Sterols & Sterolins are a blend of plant lipids used to boost the immune system. Sterols also have other important functions proven to inhibit breast tumors, reduce cholesterol, treat atherosclerosis and prostate hyperplasia.

Now with 240 mg of

ARABINO GALACTAN

providing the following benefits

Controls toxins, polyamines, candida and other pathogenic micro-organisms that attack the body.

~PLUS~

As an immunity modulator:

- Reduces flu symptoms
- Provides:
 - Protection against radiation-therapy
 - Higher mineral absorption
 - High anti-cancer activity
 - Regulation of cortisol rate
 - Colon and liver protection against carcinogens and other poisons.

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