



# Natural FACTS

February 1 - March 15 2008

## Put the "Friendly Flora" Back Where it Belongs

Quality Massage in  
the Comfort of Home

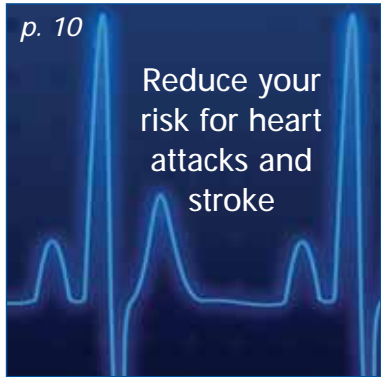
### STEROLS & STEROLINS

Immune System Support  
For the Entire Family

THE SWEET SUGAR SUBSTITUTE  
that's actually good for you!

[ Boost your libido - in time for Valentine's Day ]

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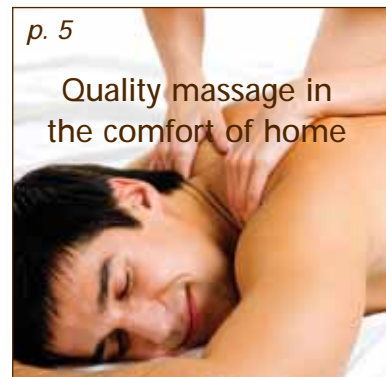
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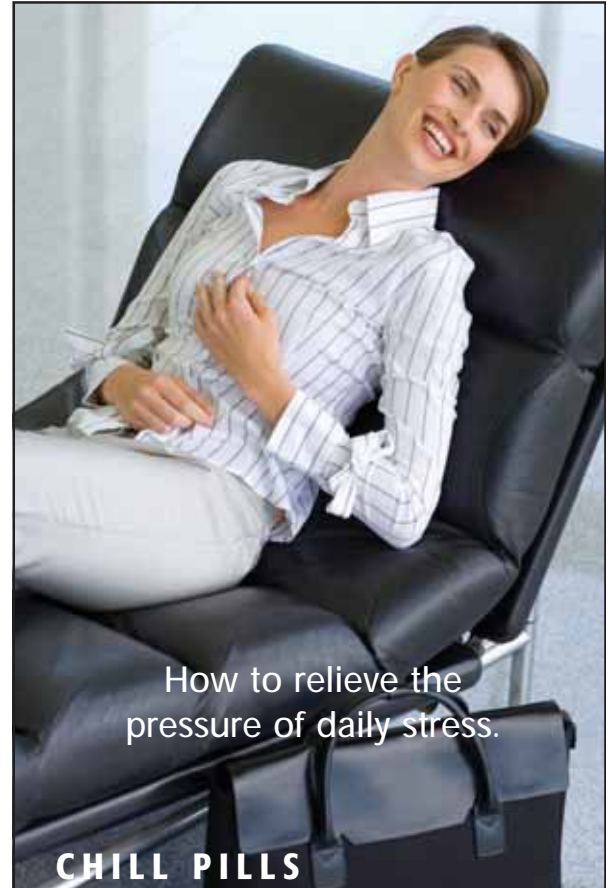


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### CHILL PILLS

**OFFER A NATURAL WAY TO BRIGHTEN YOUR MOOD, FEEL GOOD AND, MOST IMPORTANTLY, RELIEVE STRESS.**



New Roots Herbal's CHILL PILLS promote wakeful relaxation by increasing alpha wave production. CHILL PILLS also provide quick and effective support for the nervous system and reduce the physiological effects of extreme stress such as anxiety, nervousness and the fight or flight response. Try CHILL PILLS and start facing the day with a smile.







How a clean start can improve  
your relationship with your kidneys.

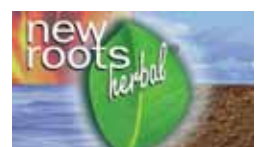
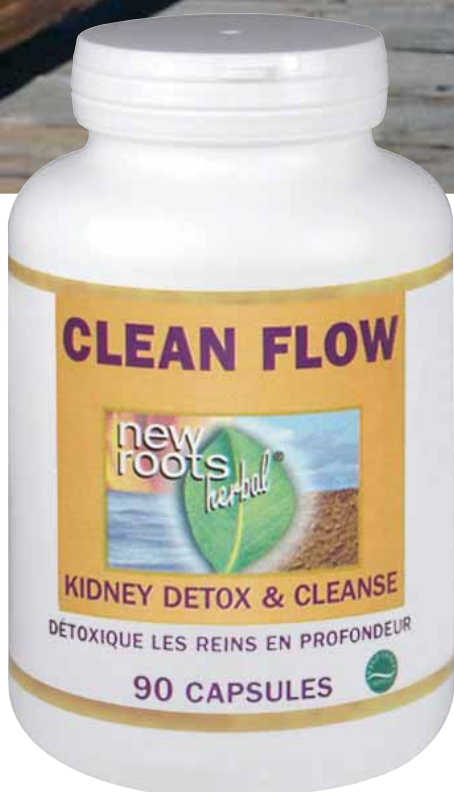
## CLEAN FLOW

**HELPS YOUR KIDNEYS MAINTAIN THE OPTIMUM  
BALANCE OF MINERALS AND HORMONES IN YOUR  
BLOOD TO PROTECT AGAINST DISEASE.**

A healthy kidney is essential in preventing osteoporosis because it controls calcium uptake and maintains proper bone mass. When your kidney is malfunctioning, it also stops expelling toxins and starts to poison your blood. It can take an 80% loss of kidney function before your body starts to show symptoms. CLEAN FLOW offers an easy one-month program that can bring harmony to your body and your kidneys.

New Roots Herbal's CLEAN FLOW formula is designed to clean and detoxify your kidneys. It may also be taken for mild cleanse and maintenance to keep on top of your kidneys' health.

[www.newrootsherbal.com](http://www.newrootsherbal.com)



PREVENTION & CURE

# Boost your libido - in time for Valentine's Day

With Valentine's Day quickly approaching, you may already be feeling the pressure to make that day a very special one. Unfortunately, many couples are lacking passion in their relationships due to lifestyle issues such as work-related stress, fatigue and depression making it more difficult to increase arousal.

As time goes by, sexual dysfunction can lead to unhealthy feelings of frustration and resentment lingering over the relationship. But what if you no longer had to worry about your temperamental libido?

## A natural aphrodisiac

New Roots Herbal offers HORNY GOAT WEED, a natural aphrodisiac that helps to stimulate sexual desire in both men and women - so there is no need to stress about whether or not your libido will come through this Valentine's Day.

Horny Goat Weed has a two thousand year history of use as a sex-enhancer. Scientific texts on Chinese herbs and top medical doctors in Shanghai report that Horny Goat Weed boosts libido, improves erectile function, and also helps to relieve menopausal discomfort.

Horny Goat Weed has testosterone-like effects: It stimulates sexual activity, increases sperm production, stimulates the sensory nerve endings, and increases overall sexual desire.

## The research

Horny Goat Weed's aphrodisiac effects have been verified in both animal and human research. Mice treated with a Horny Goat Weed preparation produced "apparent effects on the improvement of sexuality". It was also shown to improve their sperm producing capability. Since Horny Goat Weed has been traditionally used for kidney disease, it is intriguing how it demonstrated an increase in the sexual drive and quality of life for patients with chronic renal failure.

Sexual arousal is linked to the activity of cholinergic neurotransmitters; however, within 1/500 of a second, the enzyme acetyl-cholinesterase (ACHE) inactivates cholinergic neurotransmitters. Research demonstrates that Horny Goat Weed is capable of inhibiting ACHE. This in turn could support higher levels of the key cholinergic neurotransmitters associated with sexual arousal. Research has also shown that Horny Goat Weed has anti-fatigue effects and aids in preventing adrenal exhaustion.

## The solution to your problem

A healthy sex life is crucial in building and maintaining a strong relationship with your partner. HORNY GOAT WEED can bring you back to your peak and enhance the passion in your relationship.

Make the best of this Valentine's Day - and every other day of the year - with New Roots Herbal's HORNY GOAT WEED.





# Quality massage in the comfort of home

There are many factors that contribute to stiff, swollen, painful muscles: sports injuries, sitting at a computer for extended periods of time or carrying heavy equipment, just to name a few. There are a variety of massage creams that offer temporary relief from the pain - but also contain artificial ingredients (colours, fragrances) and preservatives that can dry or irritate your skin.

Fortunately, there's New Roots Herbal's BODY MUSCLE MASSAGE which contains only all natural ingredients that bring moisture and softness to your skin.

BODY MUSCLE MASSAGE is a non-greasy, quality massage cream great for sport massages, deep tissue massages, pre-natal massages and romantic massages. The essential oils and herbs in BODY MUSCLE MASSAGE soak-in quickly allowing for fast relief from muscle swelling, aches and pain, as well as arthritic symptoms.

BODY MUSCLE MASSAGE is a unique massage cream formula drenched with pampering almond oil, skin-smoothing emollients, and extracts of calendula, arnica gentian, hayflower, hypericum, balm mint, juniper, pineneedle, chamomile and aloe vera. This popular cream has been developed for massage therapists who use multiple techniques requiring a smooth glide and extended workability, without a slippery or greasy feeling to allow for deep penetration.

If you are feeling old and stiff and suffering from many tender spots, chronic muscle spasms, or constant pain between your shoulder blades;



numbness or tingling in your neck, hip, lower back, arms or legs, BODY MUSCLE MASSAGE will help put an end to your discomfort. BODY MUSCLE MASSAGE is similar to the creams found in spas, but contains no artificial ingredients or preservatives to offer you a comforting and healthy massage.

Remember, what you apply to your body is absorbed through your skin so you want to be sure you are absorbing nothing but all natural ingredients that will relieve the pain without harming your body.

Try BODY MUSCLE MASSAGE today and spoil yourself with a spa experience - in the comfort of your own home.





# Put the “friendly flora” back where it belongs

FEMINA FLORA prevents chronic and frequent recurrences of yeast infections, through specific probiotics.

A healthy vagina has many bacteria, including a small number of candida albicans cells, and a pH of less than 5, which is slightly acidic and rich in "friendly flora" (lactic bacteria). These "friendly flora" (commonly referred to as acidophilus or probiotics) create the hygienic acidic environment that forms a protective barrier against harmful bacteria, yeast and other pathogens. This barrier also prevents bacteria from reaching and infecting the fallopian tubes and ovaries where they can cause infertility. **If the balance of "friendly flora" is altered, the entire vaginal region is left almost defenseless against a host of invading pathogens.**

## Factors that contribute to yeast infections

Yeast infections can affect any woman but they are more frequent among women who are pregnant, obese or anemic, or women who have cancer, AIDS or diabetes (sometimes the first sign of diabetes is a stubborn vaginal yeast infection that won't go away or keeps coming back). **These conditions can alter the body's metabolic balance and vaginal acidity, and promote the growth of the fungus.**

## Antibiotics

In addition to attacking "bad" bacteria, antibiotics also suppress the growth of "good" bacteria. **This causes an imbalance between organisms in the vagina and allows candida to over-take the "friendly flora".** Also, each time the infection returns, it may be worse and harder to treat.

## Hormones

Hormones that are naturally occurring (pregnancy) or artificially introduced (birth control pills) increase the level of estrogen in the body. **The raised hormone level causes changes in the vaginal environment,** making it perfect for candida growth and nourishment.





### Diet

An unhealthy diet high in sugars and refined foods creates conditions in which candida thrive as they feed on these types of foods.

### Stress

Stress causes the release of the hormone cortisol which can elevate blood sugar levels. Elevated blood sugar levels feed candida cells and enable them to experience rapid growth. Stress also weakens the immune system, making it harder for the body to defend against the infection.

### Symptoms of a vaginal yeast infection:

- Vaginal itching
- Vaginal burning
- Vaginal irritation
- Vaginal discharge
- Painful urination
- Painful sexual intercourse

### Treating a yeast infection:

Antibiotic or antifungal treatments are only temporary and do not treat the underlying conditions that cause yeast infections. Using antibiotics or antifungal treatments for yeast infections is rarely effective as they only target the symptoms and not the cause of the infection.

A commonly recommended home treatment for vaginal infections is to apply yogurt directly into the vagina. While sound in theory, it has met with limited success because most conventional yogurts contain too few probiotics and too much added sugar to be of value.

The most effective way to treat a yeast infection is through the use of highly concentrated, specific probiotics. When applied deep into the vagina, probiotics confer multiple layers of protection for the entire vaginal region.

Probiotics convert sugars into lactic acid and since lactic acid is the growth medium for lactic bacteria, the probiotics assist in the reproduction of "friendly flora". Also, because candida feeds on sugar, the sugar's conversion into lactic bacteria effectively robs yeast of its growth medium and creates an inhospitable environment for it at the same time. Probiotics actively suppress both pathogenic bacteria and candida albicans, and restore healthy, protective vaginal pH levels.

### FEMINA FLORA

FEMINA FLORA is a specific combination of lactic bacteria, consisting of: L. Rhamnosus B, L. Acidophilus, S. Thermophilus, and L. Bulgaricus. It is highly concentrated, at a potency of 8 billion active cells per capsule. Its base consists of lactose, a milk sugar that feeds lactic bacteria, and vitamin C which assists in acidifying the vagina as well as encouraging probiotic proliferation.

The key to preventing chronic and frequent recurrences of yeast infections is to address the cause - not just the symptoms. New Roots Herbal's FEMINA FLORA gets to the root of the problem by eliminating the conditions that allow pathogenic bacteria and candida to flourish, while re-establishing the "friendly flora" back where it belongs.

Curing your yeast infection and restoring your natural balance is as easy as introducing one capsule of FEMINA FLORA to your nightly routine.





# The sweet sugar substitute - that's actually good for you!

It's an inescapable fact; chocolates and sweets of all sorts conspire to dramatically increase your sugar intake. But what if it were possible to indulge - without feeling guilty?

Now it is! By replacing regular white sugar in your treats and drinks with New Roots Herbal's STEVIA SUGAR.

Stevia is a non-caloric herb native to Paraguay that has been used as a sweetener for over 1,500 years in South America. Stevia is an all natural sweetener that tastes great and can be used just like sugar. Research suggests that stevia is also completely safe for diabetics and hypoglycemics.

## A Sweetener for Health

Stevia is incredibly sweet - 300 times sweeter than white sugar - but unlike sugar, it's actually good for you. In fact, stevia suppresses dental bacteria growth, preventing tooth decay; balances blood sugar levels; treats mental and physical fatigue; improves digestion; regulates blood pressure; and is a diuretic and tonic. Stevia has many positive health benefits and is completely non-toxic.

The herb is also rich in nutrients containing a considerable amount of protein, calcium, and phosphorous, as well as sodium, magnesium, zinc, rutin, vitamin A, vitamin C, and over 100 phytonutrients.

Because it contains no sugar and will not feed yeast, those who are dealing with Candida can use stevia freely. The herb normalizes blood sugar levels and therefore promotes a consistent energy flow, unlike sugar, which causes a rapid peak in blood sugar followed by a crash and craving for more sugar.

## Weight Loss

Stevia is a key ingredient to help you avoid weight gain due to the fact that it contains no sugar or calories and has been shown to reduce cravings for sweets and fatty foods.

## Great for baking!

Due to its tremendous sweetness, very little STEVIA SUGAR is required when baking. Bulk that would normally be provided by sugar must instead be supplied by other dry ingredients. Also, some way must be found to distribute



the small amount of stevia evenly throughout the other ingredients. Sometimes this is done by mixing with liquid ingredients first.

Try baking home made goodies using STEVIA SUGAR, or replacing regular sugar with STEVIA SUGAR in your morning cup of coffee.

With STEVIA SUGAR, you'll enjoy every healthy bite - and sip!







# Immune System Support For the Entire Family

In today's world of pollution, radiation and super viruses, everyone needs to work on their immune system. Sometimes your immune system needs a boost (cancer, AIDS); sometimes your immune system needs to be calmed down (allergies, rheumatoid arthritis). New Roots Herbal's STEROLS & STEROLINS is a blend of plant sterols that corrects and balances the immune system and plays an important role in the prevention and treatment of today's major killers. A number of studies have shown it to boost a number of immune system components including; T-cells, interleukin-2, gamma interferon and natural killer cells.

## Arabinogalactan

Arabinogalactan (A.O.S.) is a well known source of dietary fibre that acts as a food supply to friendly intestinal bacteria and has therapeutic benefits as a prebiotic and immune system modulator. Prebiotics are often used in the treatment and prevention of intestinal conditions like irritable bowel syndrome as well as inflammatory bowel diseases like Crohn's.

## Cancer

What researchers find particularly interesting about arabinogalactan is its potential as an adjunctive supplement in the treatment of chronic diseases, including cancer. Research has shown that arabinogalactan may interfere with the ability of cancer cells to travel and take up residence in new locations. One study found that beta-sitosterols were able to inhibit the growth of breast cancer cells grown in culture by 80% after five days. It also increased the cancer cells' tendency to self-destruct in a way that would not damage the healthy cells around it, unlike many conventional ways of killing cancer cells. Other studies suggest that plant sterols can also protect against colon and prostate cancer.

## HIV/AIDS

STEROLS & STEROLINS is an exciting and promising new supplement for the treatment of HIV/AIDS. An important marker for AIDS is the CD4 count. CD4 is an important white blood cell called a helper lymphocyte that drops in AIDS patients. In a recent study of 80 people with AIDS, while the control group experienced the typical drop in CD4 counts over time, the group taking beta-sitosterols had no significant drop in CD4 counts over a 27 month period.

## Available in 4 Varieties

STEROLS & STEROLINS, SUPER IMMUNE STEROLS & STEROLINS, STEROLS & STEROLINS CHILDREN'S STRENGTH and STEROLS & STEROLINS CHOLESTEROL are completely safe, and formulated so each member of your family can benefit from its healing and preventive properties.



# Reduce your risk for heart attacks and stroke



## CHO-LESS-TERIN

### LOWERS TOTAL CHOLESTEROL LEVELS.

Cholesterol is a waxy, fat-like substance that occurs naturally in all parts of the body and that your body needs to function normally. It is present in cell walls and membranes throughout the body. Your body uses cholesterol to produce many hormones, vitamin D, and the bile acids that help to digest fat. It takes only a small amount of cholesterol in the blood to meet these needs. When too much cholesterol is in the bloodstream, the excess is deposited in the arteries, including the coronary arteries, where it causes the narrowing and blockages that cause the signs and symptoms of heart disease.

Heart disease is caused by the narrowing of coronary arteries that feed the heart. Like any muscle, the heart needs a constant supply of oxygen and nutrients, which are carried to it by the blood in the coronary arteries. When the coronary arteries become narrowed or clogged by cholesterol and fat deposits, a process called atherosclerosis occurs and they cannot supply enough blood to the heart. The result is coronary heart disease. If not enough oxygen carrying blood reaches the heart, you may experience chest pain called angina. If the blood supply to a portion of the heart is completely cut off by total blockage of a coronary artery, the result is a heart attack. This is usually due to a sudden closure from a blood clot forming on top of a previous narrowing.

Lowering LDL and increasing HDL cholesterol levels prevents atherosclerosis (a build-up of plaque) of the heart's arteries. In fact, several large, long-term, placebo-controlled clinical trials have clearly shown that lowering LDL cholesterol with diet and nutraceuticals reduces the risk of heart attacks. New Roots Herbal's CHO-LESS-TERIN is non-toxic, has no side effects and supplies antioxidants to protect LDL cholesterol from oxidation.

#### Each CHO-LESS-TERIN tablet contains:

Standardized Gugulipids (2% Guggulsterones) . . . . . 450 mg  
Sterols & Sterolins . . . . . 200 mg

#### Providing:

Beta-Sitosterols . . . . . 80 mg  
Stigmasterols . . . . . 58.45 mg  
Campesterols . . . . . 94.50 mg  
Delta 5 Avenastenols . . . . . 5.95 mg  
Delta 5.24 Estigmastenols . . . . . 5.95 mg  
Delta 7 Estigmastenols . . . . . 5.95 mg  
Delta Avenastenols . . . . . 9.1 mg  
Oat Fiber 22% Beta-Glucan . . . . . 150 mg  
Green Tea Extract (50% Polyphenol) . . . . . 80 mg  
Red Yeast Extract (1.5% Lovastatin) . . . . . 50 mg

*Reduce your risk for heart attacks and stroke by improving your cardiovascular health with CHO-LESS-TERIN.*





It's never too early to start preventing bone disease.

## STRONG BONES

**OSTEOPOROSIS IS A SILENT DISEASE - STRONG BONES CAN HELP YOU KEEP YOUR BONES HEALTHY.**

New Roots Herbal's STRONG BONES is Microcrystalline Hydroxyapatite (MCHA) - the most readily absorbable type of calcium - with other vital nutrients. STRONG BONES reverses osteoporosis by forming new bone mass and lets your bones benefit from the most recent advances in osteo research.

MCHA is the same calcium found in humans that strengthens and maintains strong teeth, nourishes all joint tissue and reduces the risk of osteoporosis particularly for women.

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PREVENTION & CURE