



# NaturalFacts

*New product announcements, specials  
and information from New Roots Herbal*

April 15<sup>th</sup> to May 31<sup>st</sup>, 2011

*Antioxidants  
for Cancer  
Protection*

*A Statin  
Story*



Come visit our redesigned website! [www.newrootsherbal.com](http://www.newrootsherbal.com)



# A Statin Story

In the fall of 2008, I suffered a mild heart attack and was subsequently diagnosed with hypercholesterolemia (high cholesterol). I lead an active lifestyle that includes mountain climbing, ice hockey, skiing, canoeing and kayaking, and cardiovascular training (cycling) a minimum of 5 days per week. Despite the fact that my HDL (good cholesterol) levels were relatively high as a result of physical training, my genetic blueprint had set me on a collision course.

Following eighteen months of treatment with 40 mg per day of atorvastatin (one of the drugs ending in "or" for cholesterol management), I became increasingly concerned over its many side effects that include numbness in the fingers and toes, memory impairment, and decreased production of coenzyme Q<sub>10</sub>, the currency of energy production at the cellular level.

In the summer of 2010, with the approval of my cardiologist, I reduced my daily statin dosage from 40 mg to 20 mg and began adjunctive treatment with New Roots Herbal's Cho-less-terin. The tingling sensation in my fingers and toes lessened within a few weeks. Memory recall is harder to quantify, however I don't remember it declining. The most encouraging and concrete results were that over a six-month period with the dosage of statins cut in half, and taking the recommended daily dosage of Cho-less-terin (3 per day), LDL cholesterol levels and total cholesterol levels were both reduced by an extra 15%, and triglycerides were down by more than 20% as compared to just taking statins alone.

If you have cholesterol levels that put you at risk for coronary heart disease, or are taking prescription statins for hypercholesterolemia, consult your health care practitioner about natural, side-effect-free alternatives for primary or adjunctive care.

*GORD RAZA*



Codes 1274, 1275

## Ingredients

### Each tablet contains:

Standardized Guggulipids (2.5% Guggulsterones) ..	350 mg
Sterols & Sterolins.....	200 mg
Providing:	
Beta-Sitosterols.....	96 mg
Stigmasterols.....	53.6 mg
Campesterols.....	38 mg
Delta 5 Avenastenols.....	8.8 mg
Delta 5.24 Estigmastenols.....	1.4 mg
Delta 7 Estigmastenols.....	1.8 mg
Delta Avenastenols.....	0.4 mg
Oat Fiber (22% Beta-Glucans).....	150 mg
Green Tea Extract (50% Polyphenol).....	80 mg
Red Yeast Powder.....	50 mg

**CHO-LESS-TERIN** offers a comprehensive approach to normalizing cholesterol levels. It lowers serum cholesterol and helps prevent excessive cholesterol production in the liver. **CHO-LESS-TERIN** addresses the problem of high cholesterol as a whole rather than just treating its symptoms.

## 40 mg statins (2010-07-29)

Sodium	140 mmol/L
Potassium	4.2 mmol/L
Chloride	105 mmol/L
CO <sub>2</sub>	29 mmol/L
Anion Gap	10.2 mmol/L
Glucose random	5.2 mmol/L
Urea	3.8 mmol/L
Creatinine	75 mmol/L
<b>Cholesterol</b>	<b>5.06 mmol/L</b>
<b>Triglycerides</b>	<b>1.05 mmol/L</b>
HDL Chol.	1.13 mmol/L
<b>LDL Chol. (calculated)</b>	<b>3.45 mmol/L</b>
TChol/HDL-C Ratio	4.5
CK-Creatine Kinase	113 IU/L

## 20 mg statins +3 Cho-less-terin (2011-02-04)

Sodium	139 mmol/L
Potassium	3.9 mmol/L
Chloride	106 mmol/L
CO <sub>2</sub>	28 mmol/L
Anion Gap	8.9 mmol/L
Glucose random	5.3 mmol/L
Urea	4.4 mmol/L
Creatinine	67 mmol/L
<b>Cholesterol</b>	<b>4.34 mmol/L</b>
<b>Triglycerides</b>	<b>0.83 mmol/L</b>
HDL Chol.	1.04 mmol/L
<b>LDL Chol. (calculated)</b>	<b>2.92 mmol/L</b>
TChol/HDL-C Ratio	4.2
CK-Creatine Kinase	135 IU/L

Please note that we will be closed on:

- Good Friday, April 22, 2011
- Victoria Day, May 23, 2011

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Statistics available from the World Health Organization (WHO) point to the fact that one third of the cases of cancer world-wide are preventable. Fortunately, the common saying “an ounce of prevention is worth a pound of cure” truly does apply to this devastating disease.

# WHO are You?

## *Improving your odds against cancer*



With more Canadians giving up or not smoking to begin with, and early detection and treatment of many forms of cancer, Canadians are living longer, more productive lives than at any time in our history. Many Canadians afflicted with cancer are opting for alternative or adjunctive natural options. Ironically, an iconic brand of cigarettes ran an ad campaign that spanned three decades with the slogan that their black-eyed customers would rather “fight than switch”. Today, cancer victims are living long and productive lives and declare they would “rather die with it than from it.”

New Roots Herbal has over 25 products that provide protection from harmful free radicals at the cellular level, improve organ system function, and strengthen your immune system for better resistance to diseases. The next few pages introduce you to some of them...

# Improving your ood



Codes 1204, 1145

Each capsule provides you with 375 mg of pure EGCG, the studied active medicinal isolate.

### And for prevention...

Green tea EGCG is effective in preventing breast, lung, mouth, stomach and prostate diseases by preventing cells from becoming sick, inhibiting growth of damaged cells and attacking or inducing death in diseased cells.

A new product, **PREVENT44**, has been developed to be used during 'chemo.' Take **PREVENT** before and after chemo.

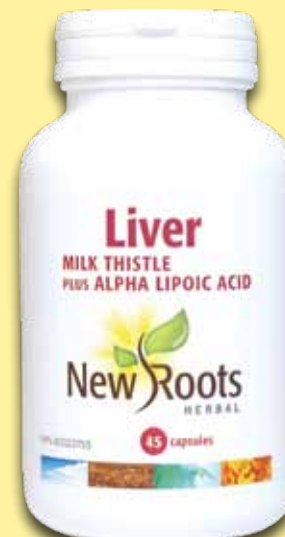


Code 1305



Codes 1285, 1160

A natural COX-2 inhibitor proven to reduce both pain and inflammation. Used before and after treatment, Anti-Inflamma can give you the peace of mind you need to concentrate on making a full recovery.



Codes 210, 206, 859

Because it is more important than you think

- Naturally detoxifies & rebuilds for improved energy & stamina
- Results in beautiful skin free from blemishes, spots & dryness
- Can help with PMS, depression, headaches and allergies



Codes 1284, 1229, 1231

- Strongest, smartest and most effective vitamin C formula
- 3 cups worth of green tea EGCG per capsule!
- 8 forms of vitamin C so that your body absorbs & retains the most vitamin C possible
- 24-hour immune system protection



Codes 1236, 225, 253

### Immune boosting multi-vitamin

- Disease-defending nutraceuticals
- Antioxidants
- Activated B vitamins
- Corrects nutrient deficiencies
- Special extracts fight chemical pollution



Codes 136, 65, 33, 213, 264

- Nutrient-packed encapsulated green food
- Gently detoxifies body of built-up toxins in the blood
- Increases energy levels
- Chlorella can reduce serum cholesterol levels



Code 764

Research from Japan suggests that organic germanium supports immune system function, and is active against diseases of the colon, prostate, breast, lung, and ovaries. Organic germanium stimulates the production of interferon, and is believed to increase oxygen within cells for improved energy levels.



Available in 500 formats, Bentonite pure montmorillonite solution with distilled water formulated to absorb and neutralize potent toxins.

Ordinary liquid bentonite is 2.5%–5% bentonite.

New Roots Herb Bentonite is 6.75%. This is a 35% stronger, purer activity and better

Codes

# Herbs against cancer



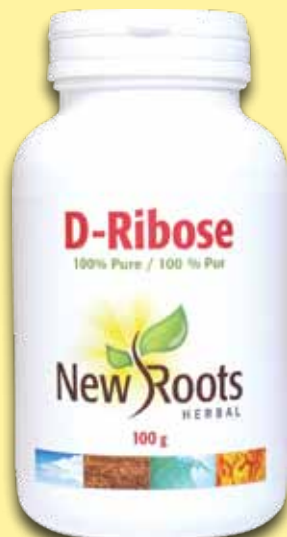
Codes 1092, 1093, 1096, 967

- The only full-spectrum vitamin E
- Complete anti-oxidant protection
- 4 mixed tocotrienols
- 4 mixed tocopherols
- Enhances your immune system
- Helps retain skin moisture and heal wounds



Code 965

Tocotrienols are a therapeutic blend of four tocotrienols, sterols and sterolins, that promote cardiovascular health, and inhibit the onset of diseases of the breast, and prostate.



Codes 294, 1286

A simple five-carbon sugar produced by the body, D-ribose is essential for energy production at the cellular level. Supplementation with D-ribose is popular for cases of fibromyalgia and chronic fatigue syndrome, or as an adjunctive treatment during cancer therapy to restore depleted energy levels.

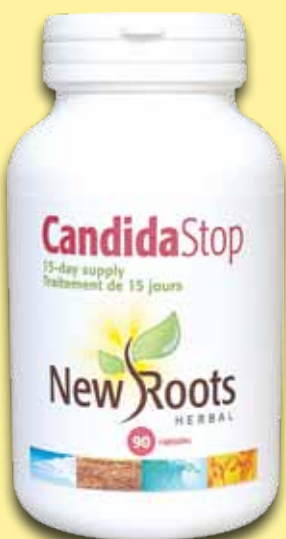


Code 1398

- Offers relief from symptoms associated with IBS
- Crowds out pathogenic intestinal micro-organisms
- Improves immune system function for cold and flu
- 50 billion live probiotic cultures in every special PH<sup>2</sup>D enteric coated capsule



...ml and 1 litre  
...te is 99.75%  
...onite clay in  
...tilled water,  
...sorb and  
...cially pathogenic  
...entonite is only  
...nite.  
...al's product is  
...minimum of  
...providing better  
...er results.  
...14, 15



Codes 131, 21

- The natural way to conquer *Candida*
- Gives you a healthy, fresh feeling
  - Contains 10 natural *Candida* fighters
  - Helps kill fungus, bacteria and parasites
  - Combats bloating, gas and headaches
  - Gives you a boost of energy!



Codes 1203, 1226, 1225

- Anti-bacterial, anti-viral and anti-inflammatory properties
- 95% Proanthocyanidins
  - Fights free radicals
  - Helps improve cardiovascular health
  - Powerful antioxidant



Code 241

Quercetin Bioflavonoid Complex contains naturally-sourced quercetin dihydrate formulated with additional bioflavonoids, bromelain, and rutin to exert comprehensive antioxidant action against free oxygen radicals. Quercetin also inhibits the oxidation of LDL cholesterol for cardiovascular protection.



Codes 807, 314

- A detoxifying and regulating remedy
- Maintains the proper function of the thyroid
  - Helps fight infections
  - Very high nutritional value
  - Good source of iodine to protect you from radiation

# 3-M Blues

# Menopause, Mood, Memory

Radio ads have been running recently about McGill University recruiting post-menopausal women who received hormone replacement therapy, for an impact study regarding mood and memory. Previous studies have also shown the use of oral hormone replacement therapy (HRT) to increase the rate of stroke by approximately 25 to 30 percent.

Natural side-effect-free alternatives to HRT, such as the ingredients formulated in New Roots Herbal's Menopeace, are emerging as a safe and effective method for the treatment of the many symptoms associated with menopause.

Each capsule of Menopeace contains 30 mg of pure red clover isoflavones. Red clover is rich in phytoestrogens that serve as "stand-in" molecular substitutes for estrogen levels, that decline and fluctuate with menopause. Red clover is formulated with several herbs selected for positive effects they exert upon the many symptoms associated with menopause that include hot flashes, night sweats, and mood swings.

Codes 1232, 948



### Ingredients

#### Two vegetable capsules contain:

Red clover (40% isoflavones) .....	150 mg
Dong quai (1% ligustilide) .....	20:1 p.e.... 250 mg
Black cohosh (2.5% triterpene) ..	15:1 p.e.... 60 mg
Chaste tree berry (0.5% agnuside, 0.6% aucubin) ..	25:1 p.e.... 250 mg
Dandelion (3% flavonoids) .....	10:1 p.e.... 125 mg
Wild yam (16% disgenine) .....	25:1 p.e.... 50 mg
<i>p.e.: powdered extract</i>	

# A Little Sunshine



Code 1490

Every drop (525 per bottle) of New Roots Herbal's **Vitamin D3** delivers 1000 IU of the form of vitamin D synthesized by the skin with exposure to sunlight. Seasonal deficiency of this critical vitamin is often cited as a contributing factor for seasonal affective disorder (SAD) and poor absorption of dietary calcium that may contribute to osteoporosis.

# COCOON THE FILM, NOW REALITY?

Codes 1228, 1148

The box office smash of 1985 "Cocoon" featured a group of Florida retirees that were energized with youthful vigour from exposure to alien cocoons stashed in a neighbourhood pool they frequented.

Staying active is recognized as an important element for those leading a long healthy life. The power of serratiopeptidase, an enzyme produced by silkworms to free themselves from their cocoons, is harnessed as the key ingredient in several New Roots Herbal products that promote tissue repair in tired, aching joints that help restore the mobility necessary to lead an active, pain free, healthy lifestyle.



Code 1263

Code 1319

# What's In A Name?

The expressions "organic" and "certified organic" are not taken lightly at New Roots Herbal.

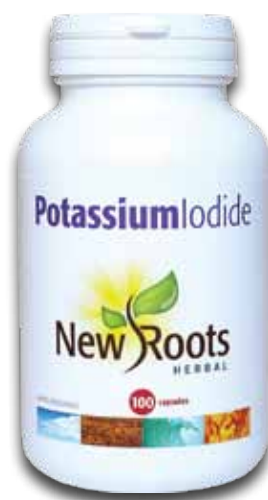
There are over 500 organic certification bodies worldwide. Canada alone has 21 different certification bodies. The Ecocert organic certification body for sustainable development is among the four most universally accepted organizations with inspection and certification services on all continents and in over 70 countries.

New Roots Herbal offers a family of Ecocert certified organic therapeutic oils...



# Be Prepared

We have added potassium iodide USP to our product line in response to the demand for an effective single-dose capsule. Each capsule contains Health Canada's highest daily dose of 800 mcg of elemental iodine.



As witnessed by the tragic events in Japan, along with sheltering and evacuation, stable iodine prophylaxis (quenching the thyroid with iodine) is a recognized procedure for protection from radioactive iodine contamination.

New Roots Herbal's **Potassium Iodide** is a welcome addition for any complete emergency preparedness kit.

## The OVER UNDER: Try Betting on Yourself

Stress represents an intangible in wellness that affects many aspects of our health, in addition to mental health. Coping mechanisms vary from person to person, and many natural products can help with stress management. However, a common vein that runs through many people's inability to cope with stressful situations is that they OVERestimate the challenge and UNDERestimate their innate ability to resolve the situation.

CHILL PILLS contain the full range of B vitamins to help you conquer stress, and standardized extracts of special herbs that allow you to relax and enjoy life again.





## THE FOUNTAIN OF YOUTH. NOW AVAILABLE IN CAPSULES.

**AGELESS TELOMERES** will help you live longer,  
stay stronger, look great and feel younger.

The secret key to living a longer, healthier life is found at the cellular level. AgeLessTelomeres contains astragalus extract. It activates the enzyme telomerase in cells that prevents the shortening of telomeres. Telomeres are specialized strands of DNA that protect the cells' chromosomes. If the telomeres are shortened, you do not get an exactly perfect copy of the previous healthy cell. This results in faster aging. Astragalosides have been proven to preserve telomere length, resulting in identical new flawless healthy cells.



Code 1428

