



Natural Facts

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

November 16th, 2011 to January 15th, 2012



Presenteeism...
it's contagious!

Buddy Up
for the New Year

"Skin is in" this winter

Blanket coverage
for your immune system

Cholesterol control
made easy

Probiotics *à la carte*



Exclusively for Finer Health Food Stores

Customer Loyalty

in a dynamic marketplace

The natural health products industry is not exempt from our current economic times. Consumers often switch to lower cost and lower quality supplements, or become seduced into plucking the same supplement from a pallet blocking an aisle in a chain pharmacy, multinational discount retailer, or Big Box store. We firmly believe the informed consumer will continue to choose the expertise offered from knowledgeable retailers for a personalized recommendation not found in the mass market.

Our commitment to sell exclusively to retailers with a passion for our industry ensures that mass-market retailers won't encroach on your sales with predatory pricing for identical products. New Roots Herbal will continue to promote brand loyalty with targeted advertising that promotes the therapeutic benefits of our products. Our ever-expanding marketing initiatives in leading health and wellness magazines, the Internet, and in-store product demonstrations will continue to draw consumers to stores such as yours. Feel free to contact us if you are not already included in our store locator feature of our Web site.

We look forward to working with you for an exciting and prosperous future, and value your input and support.



Peter Wilkes
President



Patrick Quaile
Vice-president

Thank You
and Happy Holidays!



MEMBERSHIP HAS ITS PRIVILEGES

NHP RESEARCH
Society of Canada 

New Roots Herbal is a member of the NHP Research Society of Canada. This organization's mission statement is "to facilitate and support meaningful, scientifically rigorous research and education in the field of natural health products (NHPs)."

Membership allows us to be connected with and to share knowledge and information with an international network of researchers within our dynamic industry. This facilitates the development of safe, novel, cutting-edge products that deliver maximum therapeutic effects *naturally*.

The director of our analytical laboratory, Dr. Abzal Hossain, regularly attends seminars held by this highly respected organization to gather information critical for the process of refining and improving analytical methods specific to the natural health product industry.



Presenteeism

A survey reported in the Globe and Mail of March 7th, 2011 reports that over 60% of us suffer from presenteeism, the art of going to work with a sickness or ailment. Perhaps it's in our collective psyche, like hockey players that get stitched up and return to game action. The net result of this condition, or syndrome, is that **people show up for work and likely infect others.**

For the millions of Canadians that, for better or worse, show up for work with a cold or flu, New Roots Herbal has an extensive product line to avoid or shorten the duration of many illnesses.



1233
1255
1476

Wild Oregano C93

Our Wild Oregano C93 has one of the highest carvacrol to volatile oil content. Wild crafted from sustainable sources in the Mediterranean, we use the *Origanum minutiflorum* species, considered the best quality worldwide.



1487-1488-1489

Wild Oregano C93

with Vitamin D NPN 80024077

Wild Oregano C93 with Vitamin D delivers the benefits of our industry-leading carvacrol to volatile oil content formulated with 50 IU of vitamin D₃ per drop.



1101-1103-1588

Hospital Bacteria Defense NPN 80025052

This beneficial yeast promotes colonization of beneficial *Bifidobacterium* species and inhibits the growth of harmful pathogenic strains, including *C. difficile*, that cause diarrhea, discomfort, and potentially fatal results.



1398

Probiotics Urgency NPN 80024322

Widespread reports indicate that flu vaccines are less effective than once thought, and the World Health Organization (WHO) reports that highly toxic mercury (the active ingredient in many flu vaccine preservatives) is among the top ten public health concerns. Probiotics Urgency contains 50 billion live cells of complementary probiotic cultures to give your immune system a natural "shot in the arm" heading into cold and flu season.

NEW ROOTS HERBAL
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Our Holiday schedule is as follows:
December 23, 2011 – We close at 02:00PM EST
January 2, 2012 – We reopen at 09:00AM EST

All texts researched & written by Gord Raza, B.Sc.

"Skin is in" at New Roots Herbal

This fall features the launch of our exquisite line of unrefined, pure, certified organic family of therapeutic oils for healthy, beautiful and natural-looking skin.

Healthy looking, glowing skin is a reflection of overall health and well-being. Skin is dynamic and in a constant state of repair, regeneration, and renewal. Our oils will hydrate the skin, protect it from oxidative stress, support collagen development, accelerate healing, and promote a more youthful appearance.

Soothe, spoil and protect your skin



1604

Seabuckthorn Seed Oil

Like a virtual shield for your skin, sea-buckthorn seed oil strengthens cell membranes and helps protect the skin from UV and free-radical damage. Fast absorbing for silky, radiant skin.



1599

Goji Seed Oil

Our goji seed oil is hydrating, anti-aging, age/sunspot diminishing and ideal for sensitive skin. Apply before bedtime.



1600

Tamanu Oil

The ultimate rescue remedy for ailing skin, tamanu nut oil is anti-inflammatory, antimicrobial, antibiotic, antioxidant and anti-aging. It will accelerate the healing of cuts, sores, burns, boils, acne, eczema, psoriasis and so much more.

Rosa Mosqueta

Rosehip seed oil revitalizes dry and dull skin, delays premature aging and improves the elasticity of the skin. Fast-absorbing, leaving skin firm and smooth, with an even color and tone. Ideally, apply at bedtime.



1602

Argan Oil



1607



Buddy Up!

Start the New Year with a clean slate, whether it's getting fit and losing weight, kicking a smoking habit, or finally doing that comprehensive liver and colon cleanse you've been talking about.

Our products can give you the *natural nudge* necessary to support you where willpower alone may have fallen short in previous attempts. In a study published in the *New England Journal of Medicine*, Dr. Nicholas Christakis, a Harvard medical sociologist, presents evidence that supports the "buddy system" to improve the odds of success for leaving bad habits in your wake. His Harvard-based lab is at the forefront of the examination of the relationship between social networks and health.

Why not BUDDY UP for better health in 2012 with Stop Smoking, Energy, Slimmer System, and Energy Cleanse.



242

StopSmoking combines certified organic botanical extracts to help you manage tobacco cravings, reduce tension associated with smoking cessation, and to facilitate the release of accumulated tobacco toxins from your body. **StopSmoking** begins to change the taste of cigarettes, enough to help you break the habit.



209-937

Energy is formulated with seven special ingredients to promote energy and support stamina: royal jelly, bee pollen, astragalus, licorice root, suma root, red panax ginseng, and Siberian ginseng. It may prove to be the ideal catalyst for any wellness initiative.



1212-1214-1215
EN-150513

SlimmerSystem is a unique combination of effective weight-loss nutrients. It helps curb appetite, helps burn fat and increases your metabolism. Its high-potency green tea also offers protection from breast disease.



1540

EnergyCleanse is a comprehensive 30-day internal body cleanse program that targets the accumulated toxins within the colon, that sap energy and compromise immune response, and cleanses the liver of toxins that weaken its role as the "chemical treatment plant" of the entire body.



Blanket Coverage

Blanket coverage is a common term for insurance that includes home, auto, and life. New Roots Herbal has two deluxe broad-spectrum multivitamin, mineral, and nutraceutical products that offer blanket coverage for the many challenges the immune system faces during the cold and flu season of fall and winter.

Both Multi-Max and Multi-Max Immune are the ideal supplements for those prone to seasonal illness, and for consumers seeking a single premium product to safeguard their health seasonally or year-round.



963-964-1235 EN-132767

Multi-Max

CONTAINS: **2 CAPSULES**
Vitamins:

A (Palmitate).....	1046.56 mcg (1904.76 IU)
D3 (Cholecalciferol).....	1.425 mcg (57 IU)
E (d-Alpha-Tocopheryl Acetate)...	33.45 mg (50 IU)
C (Calcium Ascorbate).....	62.5 mg
B1 (Thiamin HCl).....	8.25 mg
B2 (Riboflavin HCl).....	5 mg
B2 (Riboflavin-5'-Phosphate).....	1.25 mg
B3 (Niacinamide).....	7.5 mg
B3 (Inositol Hexanicotinate flush-free).....	5 mg
B5 (Pantothenic Acid).....	11.5 mg
B6 (Pyridoxine HCl).....	5 mg
B6 (Pyridoxal-5-Phosphate).....	1.25 mg
B12 (Methylcobalamin).....	75 mcg
Folic Acid.....	95 mcg
Biotin.....	16.5 mcg

Minerals:

Boron (Citrate).....	125 mcg
Magnesium (Citrate).....	112.5 mg
Calcium (Citrate).....	75 mg
Potassium (Citrate).....	8.25 mg
Zinc (Citrate).....	3.75 mg
Manganese (Citrate).....	1 mg
Copper (Gluconate).....	0.25 mg
Iodine (Kelp).....	25 mcg
Chromium (HVP Chelate).....	12.5 mcg
Selenium (HVP Chelate).....	12.5 mcg

Amino Acids:

L-Proline.....	22.5 mg
L-Cysteine.....	7.5 mg

Supplements/Nutraceuticals:

Green Tea Extract (50% Polyphenols).....	60 mg
Bioflavonoids (Citrus).....	50 mg
Bee Pollen.....	35 mg
Royal Jelly (6% 10-HAD).....	30 mg
Alpha-Lipoic Acid.....	25 mg
Greens Freedom (powder).....	25 mg
DMG (N,N-Dimethylglycine).....	20 mg
Betaine HCl.....	12.5 mg
Lecithin.....	8.25 mg
PABA (Para-Aminobenzoic Acid).....	6.25 mg
Coenzyme Q10.....	6 mg
Plant Digestive Enzymes.....	5 mg
Rutin.....	5 mg
Choline Citrate.....	4.15 mg
Inositol.....	4.075 mg
Lycopene 5% (Tomato).....	3 mg
Hesperidin.....	2.5 mg
Quercetin.....	2.5 mg

NON-MEDICINAL INGREDIENTS: Vegetable magnesium stearate and silicon dioxide in a **NON-GMO vegetable capsule** composed of vegetable cellulose and purified water.



225-253-1236

Multi-Max Immune

CONTAINS: **2 CAPSULES**
Vitamins:

A (Palmitate).....	1500 IU
Beta-Carotene <i>D. salina</i> as Pro-Vitamin A.....	2750 IU
D3 (Cholecalciferol).....	150 IU
E (d-Alpha-Tocopheryl Acetate) NON-GMO	22.5 IU
C (Calcium Ascorbate).....	87.5 mg
B1 (Thiamin HCl).....	8.75 mg
B2 (Riboflavin HCl).....	8.75 mg
B2 (Riboflavin-5'-Phosphate).....	3.75 mg
B3 (Niacinamide).....	25 mg
B3 (Inositol Hexanicotinate flush-free).....	25 mg
B5 (Pantothenic Acid).....	50 mg
B6 (Pyridoxine HCl).....	50 mg
B6 (Pyridoxal-5-Phosphate).....	2.5 mg
B12 (Methylcobalamin).....	250 mcg
Biotin.....	75 mcg
Folic Acid.....	250 mcg

Minerals:

Magnesium (Citrate).....	75 mg
Calcium (Citrate).....	62.5 mg
Potassium (Citrate).....	6.25 mg
Zinc (Citrate).....	6.25 mg
Manganese (Citrate).....	3.75 mg
Copper (Gluconate).....	1 mg
Boron (Citrate).....	0.5 mg
Molybdenum (Citrate).....	87.5 mcg
Chromium (HVP Chelate).....	62.5 mcg
Selenium (HVP Chelate).....	50 mcg
Iodine (Potassium Iodide).....	25 mcg

Amino Acids:

DL-Methionine.....	50 mg
L-Cysteine.....	7.5 mg
L-Taurine.....	6.25 mg

Supplements/Nutraceuticals:

Grapeseed Extract 95% (5000:1 extract 30 mg) =.....	37,000 mg
Green tea extract (50% Polyphenols).....	50 mg
Sterols & Sterolins (NON-GMO).....	38.75 mg
Choline Bitartrate.....	28 mg
Arabinogalactan (Larch Extract).....	25 mg
PABA (Para-Aminobenzoic Acid).....	18.75 mg
Alpha-Lipoic Acid.....	12.5 mg
Betaine HCl.....	12.5 mg
Rutin.....	11.25 mg
Resveratrol 50%.....	10 mg
Inositol.....	8.75 mg
Colostrum 30%.....	7.5 mg
Greens Freedom (powder).....	7.5 mg
Hesperidin 98%.....	7.5 mg
Bioflavonoids (Citrus).....	6.25 mg
DMG (N,N-Dimethylglycine).....	6.25 mg
Lutein 5% (Marigold).....	6.25 mg
Coenzyme Q10 (Ubiquinone).....	6 mg
Lycopene 5% (tomato).....	5 mg
Plant Digestive Enzymes.....	5 mg
Choline Citrate.....	3.75 mg
Lecithin.....	3.75 mg
Astaxanthin 2%.....	1 mg
Zeaxanthin 20%.....	1 mg

NON-MEDICAL INGREDIENTS: Vegetable magnesium stearate and silicon dioxide in a **NON-GMO vegetable capsule** composed of vegetable cellulose and purified water.



56
NPN 80022893

Probiotics à la carte

New Roots Herbal's Ultra Max contains over 36 billion colony-forming units per gram of 10 specific probiotic strains. Each gram of Ultra Max powder also contains therapeutic quantities of the prebiotics F.O.S., sourced from chicory root, and A.O.S., from larch. These two complex sugars specifically promote the growth of the beneficial strains in Ultra Max powder.

Ultra Max powder is an ideal source of probiotics for the young and elderly alike and for those that experience difficulty swallowing capsules. They can easily be added to yogurt, smoothies, cold beverages, or with any meal.

This potent probiotic formula is also useful in re-establishing microbial flora during non-oral use in conjunction with alternative therapies that include enemas and colon hydrotherapy.

Each $\frac{1}{4}$ teaspoon contains:

<i>Lactobacillus acidophilus</i> R0148	1.98 billion CFU
<i>Bifidobacterium infantis</i> R0033	1.08 billion CFU
<i>Lactobacillus plantarum</i> R1012	1.44 billion CFU
<i>Bifidobacterium breve</i> R0070	1.08 billion CFU
<i>Bifidobacterium longum</i> R0175	1.08 billion CFU
<i>Lactobacillus helveticus</i> R0052	1.8 billion CFU
<i>Lactobacillus casei</i> R0215	1.44 billion CFU
<i>Lactobacillus rhamnosus</i> R1039	10.8 billion CFU
<i>Lactobacillus rhamnosus</i> R0011	14.4 billion CFU

Food for Thought



1274-1275

Cho-less-terin

Cho-less-terin offers a comprehensive approach to lowering cholesterol levels with standardized extracts of guggul, green tea, red yeast, sterols and sterolins, and oat beta-glucans.



1340

Lower Cholesterol

NPN 80023954

Lower Cholesterol reduces harmful LDL cholesterol in two ways: by promoting their conversion to bile for excretion, and preventing their absorption within the intestines.



1595

PlantSterols

NPN 80023646

Plant Sterols helps lower harmful LDL cholesterol levels and supports immune function in a convenient 80-gram shaker format.

Seasonal Changes for Cholesterol Ranges

A research study involving 500 New England residents revealed that total cholesterol levels vary seasonally, with peak levels for men in December, and January for women. An explanation for this variation in total cholesterol is noted with an increase in total blood plasma volume in summer months. Higher levels of physical activity in summer months were also cited as a contributing factor in lower seasonal cholesterol levels.

Several natural strategies can be employed to cope with both seasonal spikes in cholesterol levels and elevated cholesterol in general. New Roots Herbal has several products that lower cholesterol levels safely without the many harmful side effects common with prescription statins. Several of the menacing side effects of statin use include the numbness in fingers and toes, rhabdomyolysis (breakdown of muscle fibre into blood stream causing loss of strength and kidney damage), and possible short-term memory impairment.

Our side-effect-free products can lower cholesterol on their own, or deliver their therapeutic benefits safely in conjunction with prescription medication.



KNOW THE ABCs OF GETTING YOUR ZZZs

SLEEP⁸ nourishes the body and mind by naturally delivering the 8 hours of sleep you need.

Naturally sourced and scientifically tested, Sleep⁸ combines the most effective natural sleep-enhancing ingredients to help rebalance your body's natural circadian rhythm. While many people think of a good night's sleep as a luxury, it's actually a necessity that helps your body rest, rejuvenate and generate neurons. That's definitely something to sleep on!

Each vegetable capsule contains:

Passion flower extract, 4% flavonoids	35 mg
Hops extract, 3.5% flavonoids	35 mg
Skullcap extract, 12.5% flavonoids	35 mg
Chamomile extract, 5% flavonoids	35 mg
San Qi	25 mg
Melatonin	500 mcg
Catnip	15 mg
Magnesium (from 111 mg of magnesium bisglycinate).....	20 mg

To find a retailer near you, visit newrootsherbal.com/store



1403-1443
NPN 80026643

Please Note!

Between November 15th and April 1st, we will not be shipping the following products unless long-term weather forecasts permit safe transport free from freezing conditions:

- Bentonite White
- Calcium
- Chlorophyll
- Calcium (Coral)
- Magnesium
- Morning Life