



NaturalFacts

New product announcements, specials and information

September 30th to November 8th, 2013



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Naturally

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Immune
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Healthy Aging
Keep Feeling Great!

...and other great topics

Exclusively for 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



Diabetes: A Naturopathic Approach

Diabetes mellitus is a chronic degenerative disease, affecting multiple organ systems, that results from the inability to regulate blood sugar levels, also called glucose, due to problems in the function of the hormone insulin.^[1] Diabetes had been called “the epidemic of the 21st century” because it is increasingly affecting more and more people; this year, it is estimated that approximately 13% of the Canadian population has diabetes.^[2] Natural strategies are effective in improving the management of this common but yet quite serious condition.

Diabetes is diagnosed through several tests, including a fasting blood glucose level equal to or greater than 7.0 mmol/L; blood glucose equal to or greater than 11.0 mmol/L in response to a 75 g glucose load, two hours after ingestion; or a hemoglobin A_{1c} value equal to or greater than 6.5%.^[3] Hemoglobin A_{1c} (HbA_{1c}) is a blood marker that correlates with the average blood glucose levels over the previous three

months. While blood glucose fluctuates rapidly in response to food intake and even from day to day, HbA_{1c} is a valuable indicator of blood glucose levels over a longer but recent period of time. Therefore, HbA_{1c} is used to assess how well diabetes is being managed, since it reflects a three-month average.

Several large studies have assessed the use of diet & lifestyle strategies to prevent diabetes. The Diabetes Prevention Program and the Finnish Diabetes Prevention Program examined intensive diet & lifestyle strategies in people with pre-diabetes.^[4, 5] The program was a comprehensive diet and lifestyle program of individualized counseling aimed at reducing weight, total intake of fat, and intake of saturated fat, while increasing intake of fiber and physical activity. At the end of three years, 11% of subjects in the treatment group developed diabetes, while 23% of the control group had diabetes, a decrease of ~58%.^[4]



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Proud Member of



Voice of the Natural Health Industry
Le voix de l'industrie de la santé naturelle

Member of the



Please Note!

We will be closed on Monday, October 14th (Thanksgiving).

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

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

Contact your local sales representative for special payment terms on stocking up these products during this period.



Furthermore, when analyzed by how compliant subjects were in adhering to the program, those who met four of five targets throughout the program did not develop any case of diabetes, a most remarkable outcome!^[4]

Targets for these studies were:

1. Weight reduction of 5% of initial body weight.
2. Fat intake <30% of energy intake.
3. Saturated fat intake <10% of energy intake.
4. Fiber intake ≥15 g per 1000 kcal.
5. Exercise >4 h per week.

In addition to diet & lifestyle, key nutritional supplements can benefit patients with diabetes. A good quality fish oil supplement

is most important for reducing the risk of heart disease, which diabetics are at increased risk of.^[6] Coenzyme Q₁₀ at 200 mg/d can lower blood pressure by up to 10 points, which is also important in the reduction of heart disease.^[7] Vitamin D has been shown to improve insulin sensitivity in diabetic patients with low vitamin D.^[8] Finally, an intriguing emerging agent for diabetes is *Hibiscus sabdariffa*. Recent studies have shown that hibiscus possesses an impressive profile of metabolic effects, lowering blood pressure by up to 10 points, comparable to an entry-level blood-pressure medication.^[10] In addition, hibiscus has been shown to improve blood glucose and cholesterol.^[9, 10, 11]

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Tackle Type 2 Diabetes, Naturally



1086-1088

BloodSugar Balance is a natural alternative for managing the progressive and potentially debilitating effects of non-insulin-dependent diabetes, more commonly known as type 2 diabetes. The most common conventional treatment option is a one-dimensional oral medication with several side effects, that targets glucose production within the liver; not surprisingly, it ranks among the most prescribed drugs in North America.

In reality, regular exercise and a healthy diet, coupled with a

natural nudge provided by our 19 condition-specific nutrients and standardized extracts, could be a side-effect-free way to reclaim your health. **BloodSugar Balance** is formulated to target the three main health concerns for type-2 diabetics; it contains botanical extracts and minerals that mimic insulin and improve its cellular receptivity, nutrients that support function of the liver and pancreas, and specific compounds that defend against complications associated with elevated blood glucose. It's also safe for adjunctive use with prescription drugs.



Did You Know?



Stop Internet Sellers from Stealing Your Customers!

Health food stores have long endured mail-order competition from foreign companies with no investment in our local economies. You now have further competition from Canadian-based online wellness sites. Now supplement manufacturers are advertising their brand you helped build in leading health and wellness magazines. They do not even mention "Available at your favourite health food store"; they only list a website where consumers can buy their products. How is this helping your health food store? You decide...

Our commitment to the grass roots of our industry is known;

we consider it a privilege to work with service-oriented retailers like you. The New Roots Herbal brand you have supported and helped build over the years will not be available through Internet-exclusive sites, franchise pharmacies, big-box stores, or mass grocery chains.

When you do find our products on the Internet, they are being sold by a "bricks-and-mortar" retail location such as yourselves.

We thank you for your continued support and understand the critical role the local health food store plays in the ongoing health and wellness of Canadians.

Saigon Stir Fry

Serves: 4

Ingredients:

- 2 boneless skinless chicken breasts (thin strips for flash frying)
- 1 red bell pepper (cut into strips)
- 4 small zucchinis (1/4-inch medallions)
- 2 green onions (diced)
- 4 baby Bok Choy (sliced once lengthwise)
- 1 small head broccoli (sliced longitudinally)
- 1/2 teaspoon diced ginger
- 1/2 teaspoon white pepper
- 4 cloves garlic (sliced lengthwise)
- 1 small eggplant (diced)
- 1 tablespoon soy sauce
- 4 tablespoons sweet chili sauce
- 3 tablespoons New Roots Herbal's Red Palm Fruit Oil
- 1/2 teaspoon sesame oil

Directions:

- Heat Red Palm Fruit Oil on high in non-stick skillet or wok.
- Sear chicken for approximately one minute and remove.
- Add vegetables (add garlic a little later) to oil and fry for several minutes.
- Add sweet chili sauce, sesame oil, soy sauce, white pepper, diced ginger, and chicken.
- Sauté for a couple of minutes until chicken is thoroughly cooked.

Chopsticks mandatory; relax and enjoy!

New Roots Herbal is excited to have been granted membership to the Round Table on Sustainable Palm Oil Production (RSPO). We have been approved as a Supply Chain Associate for the bottling, labeling, and distribution of RSPO member producers of palm oil products.



Powerful Immune System Ally

Potent Product with a Proven Pedigree



1632-1633-1634

The product development process for our **WildOreganoC93 with Garlic** was an intense one. We discovered the only matrix to match the intensity of our 400:1 garlic extract was that of our own industry-leading **WildOreganoC93**.

The critical marker compound found in garlic, allicin, exhibits antibacterial activity for a broad range of both gram-negative and gram-positive bacteria, including multidrug-resistant strains of *E. coli*. It also demonstrates antifungal properties for *Candida albicans*, as well as anti-parasitic action for protozoan parasites including *Entamoeba histolytica* and *Giardia lamblia*. These are two of the common parasites that colonize within human intestines to cause infection. These intrinsic qualities suit garlic extract well to combat symptoms associated with upper respiratory tract infections as well as inflammation of

the membranes of the nose and throat, known as catarrhal conditions.

The therapeutic benefits reaped from concentrated garlic build upon the track record of effectiveness found in New Roots Herbal's **WildOreganoC93**. Our oregano oil is steam-distilled from the rare species *Oreganum minutiflorum*, which grows wild at altitudes exceeding 1500 meters. It boasts a naturally occurring carvacrol content of up to 93% of total volatile oils. **WildOreganoC93** is the choice of thousands of Canadians for added protection from colds, flus, bacteria, viruses, parasites, and more.

The rich flavor of **WildOreganoC93 with Garlic** lingers briefly on the palate as it delivers the synergistic, therapeutic punch of this perfect pairing of natural nutrients.

Epidermal Repair and Rejuvenation



1599

The transition from summer to the cooler climate of autumn and contrasting arid environment of indoor heating represents a challenge for maintaining healthy, vibrant-looking skin. Our certified organic **GojiSeed Oil** beautifies the skin with a rich source of

naturally occurring vitamin E and linoleic acid. It penetrates deep within the skin to restore balance to the hydrolipidic layer, stimulate intracellular oxygenation, and improve microcirculation for accelerated skin cell rejuvenation.

Baobab Oil

Skin-Care Oil from Africa



1815

Cold-pressed from the kernel of Africa's most recognizable tree, certified raw and organic **BaobabOil** is one of our more exotic luxury oil treatments. Rich in antioxidants, omega fatty acids, and vitamins E, A, C, and D, our pure **BaobabOil** repairs and hydrates dry, damaged skin and hair; fights the signs of aging – all without clogging pores or aggravating acne.

High in vitamins, antioxidants, and essential fatty acids, **BaobabOil** nourishes and improves skin elasticity and soothes dry skin. Vitamin E, a powerful antioxidant that slows cell damage and collagen breakdown, works to reverse the visible signs of aging. This rich, golden oil also contains equally high levels (30–45%) of polyunsaturated fatty acids, omega fatty acids (oleic and linoleic), and saturated fatty acids (palmitic, stearic, and arachidic), all of which act together to fight free radicals, plump skin cells, and stimulate cellular regeneration. Rounding out the potent blend of nutrients is vitamin D, known

to boost collagen production and enhance radiance in skin and hair.

As therapeutic as it is lavish, **BaobabOil** is also effective in treating inflammatory skin conditions, such as psoriasis and eczema. Great as an ointment for burns as well, it provides pain relief, reduces scarring and inflammation, and promotes regeneration of the epithelial tissues.

Profoundly healing as well as beautifying, our 100% pure and organic **BaobabOil** is a luxurious, non-greasy skin-care ally for your face, hair, and body.

Did You Know?



A Natural Notion for Food Safety



Up to 20 people can end up handling your produce "en route" from the farmer's field to your dinner table. Several drops of New Roots Herbal's **GrapefruitSeed Extract** added to some spring water in a 500 ml spritzer is a convenient way to rinse your fresh fruit and vegetables, and protect your family from harmful bacterial, viral, and parasitic infection.



Health Advice

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



Healthy Aging: Keep Feeling Great!

It has been said that the truth of one's lifestyle emerges only after several decades. While we think that there are plenty of shorter-term benefits also to be had from living a healthy lifestyle, they are perhaps most impactful in the second half of our lives. Many changes in the status of our physical and mental health occur with aging. These can be associated with the progression of slow, degenerative changes over time, and/or suboptimal nutritional status. Maintaining a healthy diet, active lifestyle, and boosting nutrient status through use of key supplements can help ward off illness and keep you feeling great, irrespective of your age.

Goals for healthy aging include:

- Maintaining energy levels;
- Healthy cognitive function;
- Maintenance of bone density and muscle mass; and
- Reduction in risk of heart disease.

Diet alone can make a significant impact on these health outcomes. For instance, the Mediterranean diet, which emphasizes lots of fruits and vegetables (e.g. tomato/tomato sauce, eggplant, okra, leafy greens, and grapes), red wine, nuts, legumes, moderate amounts of meat, and olive oil, has been thoroughly researched and has been shown to achieve benefit on many areas of health affecting older adults.

It has been shown to:

- Reduce the risk of having a first heart attack or stroke;^[1]
- In persons who have already had a heart attack or stroke, it can reduce the risk of having a second;^[2]
- Reduce risk of depression in older adults;^[3,4]
- Improve cognitive function and memory in older adults;^[4, 5]
- Reduce menopausal symptoms such as hot flushes;^[6]
- Improve calcium metabolism to increase bone density.^[7, 8]

It is also important for older adults to consume adequate protein in order to maintain bone and muscle mass. Intake should be at least 0.8 g of protein per kilogram of body weight. Specific nutrients also help build and maintain muscle, such as creatine (2–5 g/d) and L-carnitine (2 g/d). Creatine specifically has been shown to improve muscle performance and muscle strength during exercise in older men and women, and leads to increases in lean body mass.^[9, 10]

Older adults are typically under-nourished, and can benefit greatly from use of a good quality multivitamin and/or B-complex, and vitamin D supplementation. This has been shown to improve energy levels, mood, and alertness, as well as immune function and bone health.^[11, 12, 13]



For prevention of cardiovascular disease, we consider supplementation with 1–2 g combined EPA+DHA from fish oil as the most important single supplement. Fish oil has been shown to reduce risk of all-cause death and risk of a second heart attack or stroke among patients who had suffered a heart attack.^[14] It is important to tell consumers that the therapeutic dose is based on the amount of combined EPA+DHA, not the total dose of oil in the capsule. Therefore, a concentrated oil is required. New Roots Herbal's **WildOmega 3 EPA 660 mg DHA 330 mg** offers a high-dose fish-

oil concentrate containing 1 g per capsule. This same supplement is also critical for improving cognitive function. A recent study found that supplementation with 3 g EPA+DHA improved cognitive function, and lowered triglyceride and systolic blood pressure in otherwise healthy adults between the ages of 51 and 72 years.^[15]

Consumption of a Mediterranean diet, multivitamin, vitamin D, concentrated fish oil, creatine and L-carnitine at appropriate dosages can help older adults minimize risk of chronic disease and maintain healthy physical and cognitive function.

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Did You Know?



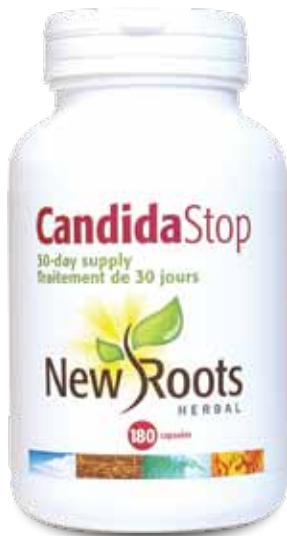
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We look forward to sharing product updates, event information, original culinary creations, and compelling articles featuring the latest trends in health and wellness. Connect with us and we'll stream you the latest news in our industry. Facebook is an exciting modern-day "word-of-mouth" way to communicate, and we're excited to share and grow with you, "organically" of course.



Core Products For Great Health

Reclaim Your Well-Being



21-131

Candida albicans is a species of yeast that exists within the normal gut flora and mucous membranes of the mouth and genitalia in approximately 80% of the human population. The most common *Candida*-related infections occur within the mouth or vagina. *Candida* overgrowth often occurs when favorable conditions are present, due to a weakened immune system, broad-spectrum antibiotics, or from topical use of harsh soaps or vaginal cleansers. Stress, insomnia, lack of exercise, and consumption of processed foods are additional

risk factors for *Candida* infection. In the same way a weed can take root in a garden, harmless yeast cells can lodge within mucous membranes, grow long filaments, and transform into invasive, multicellular organisms.

These forms of recurrent, opportunistic yeast infection are usually treated with topical creams or pharmaceutical drugs; yet they can overshadow a chronic and potentially debilitating form of *Candida* infection called systemic candidiasis, which enters the bloodstream and can spread throughout the body. *Candida albicans* infection is insidious and can become entrenched throughout multiple organ systems to steal away strength, stamina, mental clarity, and even a lust for life.

CandidaStop is a potent, natural therapeutic ally to help you regain control of your body, mind, and metabolism. Our comprehensive formula features seven proven antifungal agents, four immune-system essentials, and a black-walnut hull extract to disrupt potential secondary parasitic infection. Pau d'arco, grapefruit seed,

garlic, and oregano oil extracts combine with three forms of caprylic acid to exert a powerful antifungal effect. Echinacea (4% echinacosides), suma, and selenium strengthen immune response critical for ongoing resistance to *Candida* infection and other viral and bacterial challenges.

Visit us at newrootsherbal.com for additional information and complementary products recommended for our 60-day **CandidaStop** program.



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One Month Can Change Everything



1540

EnergyCleanse employs a targeted two-part strategy to amplify your energy level and elevate your overall health. Our advanced, easy-to-follow program is made up of two products: **EnergyCleanse I** and **EnergyCleanse II**. **EnergyCleanse I** features nine nutrients dedicated to liver cleansing, repair, and rejuvenation. Accumulation of toxins within the liver gradually compromises its ability to effectively neutralize toxins, produce bile, store vitamins and minerals, and convert glucose to glycogen to meet short-term energy requirements.

EnergyCleanse II contains 11 special nutrients and six homeopathic salts that focus on the reduction of impacted fecal matter and the elimination of accumulated toxins within the entire gastrointestinal tract. The collective therapeutic effect improves regularity, nutrient absorption, vitamin synthesis, and the maintenance of critical electrolyte levels. An annual or semi-annual date with **EnergyCleanse** is recommended for a surge in energy and superior immune system function, crucial for an active and healthy lifestyle.

Sleepless in Saskatoon



1403-1443-1807

A survey published in the Canadian Journal of Psychiatry reported that among 2,000 Canadians aged 18 or over, 40.2% of respondents experienced at least one of the recognized symptoms of insomnia (difficulty falling asleep, staying asleep, early awakening) for at least three nights per week within a period of one month. Approximately 10% of those surveyed reported using prescription drugs.

Sleep8 is a safe, effective, and non-addictive natural ally for the restoration of healthy sleep patterns. Our fast-acting comprehensive formula features extracts of passionflower, hops, skullcap, and chamomile, all

standardized to critical marker compounds recognized for inducing a relaxed state. **Sleep8** also contains melatonin, which orchestrates the hormones responsible for healthy sleep patterns (circadian rhythm). Highly bioavailable magnesium bisglycinate protects and calms both the nervous and muscular system. An isolate of *San Qi* strengthens defense mechanisms that allow the cerebral cortex to rest and rejuvenate. This replaces stress with serenity for a distinct calming effect.

Sleep8 will rejuvenate both body and mind for the energy and immune system stamina crucial for today's hectic lifestyle.



CHEMICALS
POLLUTION
TOXINS
SMOKE

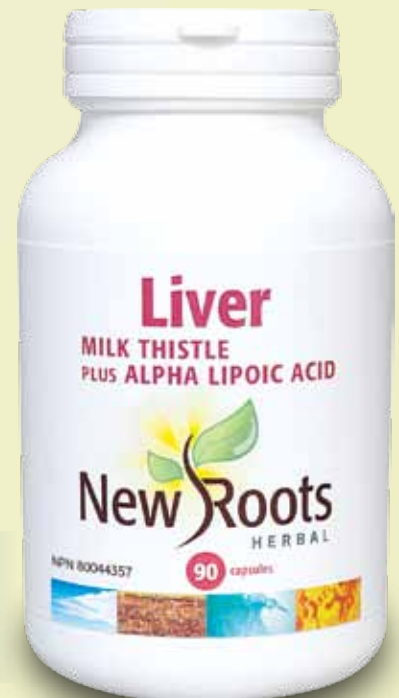
For beautiful skin, blow away harmful pollutants.

LIVER removes the toxins below the skin, resulting in a noticeably healthier and more radiant appearance. With the stress of modern living and the constant exposure to chemicals and pollution, keeping your liver healthy couldn't be more important to your good health.

You can count on **LIVER** to help you fight common liver-related ailments like gallstones, jaundice, and hepatitis. It also plays a key role in battling health concerns such as allergies, *Candida*, depression, headaches, PMS, and menopause.

LIVER delivers the nutrients critical for restoring an optimal liver function and the recovery of skin from within.

For more information, visit www.newrootsherbal.com/store



- Our in-house laboratory has the most advanced instruments in North America for natural health products
- Highly skilled staff (2 PhDs, 3 MScs and 4 BScs)
- Exceeds government testing requirements