



# Natural Facts

*New Product Announcements, Articles, Recipes, and Information*

July 14 to August 29, 2014



Balance and Harmony:  
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and **Menopause**

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**Children's Multi**

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**Mushrooms**

**Probiotics**  
for Summer Health

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Culinary Corner:  
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& Juicy **Ice Pops**

...and other great topics

All texts researched & written  
by Gordon Raza, B.Sc.  
unless otherwise stated

Distributed in Finer Health Food Stores



# Balance and Harmony



Facelift for Femina Flora



1065

**FeminaFlora** has a new look this summer, with a streamlined, discreet packaging for both the bottle and applicator. What hasn't changed is the therapeutic formula, featuring 10 billion colony-forming units from four scientifically proven, specific probiotic species per vaginal ovule. These lactic acid-producing powerhouses populate the delicate vaginal microflora to restore favourable pH levels between 3.8 and 4.5. This level

of acidity proves inhospitable for both opportunistic *Candida* yeast and pathogenic bacterial strains. The protective barrier these beneficial probiotics form also prevents the onset of itching and general discomfort synonymous with vaginal infections.

The many different causes of vaginal infections include antibiotic therapy, elevated blood sugar levels, pregnancy, menstrual cycle-related pH imbalance, cortisone drugs, use of feminine hygiene products, and sexual activity, making it difficult to defend and maintain the ideal pH to safeguard vaginal health.

New Roots Herbal **FeminaFlora** is safe and effective for acute vaginal infections of both fungal (yeast) and bacterial overgrowth.

**FeminaFlora** is also a therapeutic strategy, free of side effects, for chronic sufferers of vaginal infections, and is safe for use during pregnancy.



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

Member of the



## Menopeace: Balanced, Comprehensive, and Effective



232-948



The discussion regarding menopause has evolved from simply trusting the family physician or gynecologist to prescribe hormone replacement therapy (HRT). The mainstream recognition of many botanical strategies for coping with menopausal symptoms has empowered women to explore natural therapeutic options.

With this in mind, we formulated **Menopeace**, comprised of standardized extracts from six nutrients that collectively ease hormonal fluctuations and support liver function, critical for toxin elimination and balancing hormone levels.

**Menopeace** features red clover (40% isoflavones), which populates estrogen receptor sites to ease symptoms of hot flashes and vaginal dryness; black cohosh (2.5% triterpenes), which shares the beneficial

properties of red clover with the addition of symptomatic relief from night sweats and general irritability; chaste tree berry (0.5% agnusides), that amplifies hormonal balancing properties, and is a dense source of vitamins and minerals that regulate fluid retention symptoms common with menopause; Dong Quai (1% ligustilides), for added relief from incommensurate and unpredictable hot flashes; wild yam (16% diosgenines), for balanced hormone production; and dandelion root extract (3% flavonoids), to cleanse and strengthen the liver, the critical organ for coping with menopausal symptoms.

“Trial-and-error” single-ingredient treatments for menopausal symptoms can be frustrating. **Menopeace** delivers side effect-free, multisymptom relief in a cutting-edge, non-GMO, soy-free formula.

## Did You Know?



### Travel With Confidence

New Roots Herbal **GrapefruitSeed Extract** in convenient liquid form is a multipurpose natural product that can prove as valuable as a passport for extended travel abroad.

**GrapefruitSeed Extract** harnesses the synergistic effects of naturally occurring ascorbic acid and citrus bioflavonoids, sourced from the seeds and pulp of a proprietary blend of several citrus fruits. This gives **GrapefruitSeed Extract** its broad-spectrum antibacterial, antifungal, and antiparasitic properties. It's a must for any

household medicine cabinet or travel kit, at home, at the cottage, or even while camping.

**Disinfectant spray:** Add a drop per ounce (30 ml) of water for a handy disinfectant spray.

**Safe drinking water:** Add 5 drops or more per litre of water to safeguard your health when uncertain regarding drinking-water safety. Visit [newrootsherbal.com](http://newrootsherbal.com) for more suggested uses.



1641



# Superior Health Inside Out

## Superfood Dynamic Duo



Capsules: 1654-1655  
Powder: 1647-1648-1650



1656

Tablets: 1657-1658-1659  
Powder: 1660-1661-1662

Chlorella and spirulina are nutritional powerhouses that harness the sun’s energy to assimilate virtually every beneficial vitamin and mineral necessary for excellent health. Although their similarities outweigh their differences, their distinct nutritional profiles account for their specific therapeutic applications.

Chlorella boasts a broader range of vitamins, minerals, and phytonutrients (specifically chlorophyll) than spirulina. The naturally occurring chlorophyll drives the photosynthesis process. It plays a critical role in blood oxygenation and detoxification for increased energy and stamina.

Spirulina also boasts a broad nutritional profile; however, its high protein content ranks it among the best alternatives to

meat for the maintenance of a well-balanced diet. It’s an easily digestible, cholesterol-free source of amino acids.

New Roots Herbal’s broken-cell **Chlorella** and **SimplySpirulina** are both certified organic. They’re grown in fully closed cultivation reservoirs, then harvested, rinsed in fresh water, and dried. Then — as with all New Roots Herbal products — they undergo extensive testing in our own analytical laboratory for purity, potency, and freedom from heavy metal contamination.

While both are available in powder form, **Chlorella** is also available in non-GMO capsules, and **SimplySpirulina** is available in tablets. For those seeking the benefits of both, we also have a **Spirulina&Chlorella** formula in capsule form.

## Tamanu Oil to the Rescue



1600

Wild-harvested and cold-pressed, our **TamanuOil** was destined to be an indispensable part of any summer skin-care regimen. The deep-green raw appearance and earthy scent reflect the pure and potent fatty acid profile that includes approximately 70% naturally occurring oleic and linoleic fatty acids. Clinical trials exhibit these fatty acids to penetrate deeply into the

skin to accelerate generation of new skin cells, while reducing the thickness of dead skin cells surrounding cuts and abrasions to reduce scarring.

New Roots Herbal’s certified organic **TamanuOil** is also soothing for insect bites, sun-ravaged skin, eczema, and psoriasis.

# It's a Family Affair



1794

## Children's Multi

- Source of critical nutrients for the establishment of healthy immune and nervous systems
- Contains advanced forms of vitamins and minerals that maximize nutrient intake and bioavailability
- Helps meet growing energy demands during developmental years

We're excited to expand our selection of Junior New Roots products with the addition of **Children's Multi**. It's the perfect complement to our lemon-flavoured **Children's Omega-3** softgel and ultraconcentrated **Children's Probiotic** in convenient powdered form.

**Children's Multi** is formulated to give the growing child (aged 4 to 12) therapeutic amounts of the vitamins, minerals, and specific nutrients to forge both a healthy body and mind during the critical developmental years. **Children's Multi** is sugar-free, with a natural berry-lemon flavour that's easily added to spring water, juices, yoghurt, smoothies, or even to make homemade ice pops that are sure to beat the summer heat.

Settling back into the routine of

an upcoming academic year is the ideal time to supplement with the Junior New Roots trio of products. The benefits of our comprehensive **Children's Multi** make even those hectic days where kids don't eat a well-balanced diet good days. **Children's Probiotic** is also the ideal product to incorporate into your child's health regimen to strengthen the immune system for those crowded classrooms. The clinically proven 2:1 ratio of EPA to DHA in our **Children's Omega-3** will also make the classroom a more pleasurable environment, with its positive effects on memory, mood, and attention span.

The Junior New Roots trio will help give your child the nutrients necessary for their health, happiness, and ability to reach their full potential.

## Children's Omega-3

- Contains clinically proven 2:1 ratio of EPA (100 mg) and DHA (50 mg) omega-3 per softgel
- Strengthens memory and mental clarity, with a positive effect on mood
- Clinically proven nutrient for management of ADHD
- Exceptionally great-tasting, natural lemon-flavoured chewable softgel



1856

## Children's Probiotic

- Potent therapeutic formula populates the intestines with 10 billion CFUs per portion
- Delivers 12 clinically proven probiotic strains critical for children's health
- Establishes healthy digestive and immune system function
- Ultraconcentrated formula easily added to food, without changing taste or texture



1821

Ask for your Junior New Roots stickers!





## Getting to Know the Medicinal Mushrooms

The medicinal mushrooms are an often-overlooked, but powerful group of natural remedies. Our new product line covers the most potent and effective. In order to introduce you to their characteristics, we will define and explain the essentials and some of their top indications for use. We will examine:

- **Cordyceps**  
(*Ophiocordyceps sinensis*)
- **Lion's Mane**  
(*Heridium erinaceus*)
- **Coriolus**  
(*Coriolus versicolor*)
- **Maitake**  
(*Grifola frondosa*)
- **Reishi**  
(*Ganoderma lucidum*)
- **Shiitake**  
(*Lentinula edodes*)



**Cordyceps** is an interesting little mushroom, also known as "caterpillar fungus" since it is naturally growing on an insect host. Today, cordyceps is grown on a matrix of grain-based substrate; high-pressure liquid chromatography (HPLC) analysis demonstrates an identical chemical

profile to the traditionally grown fungus.<sup>[1]</sup> Cordyceps is best known for its antiaging properties, and for positive effects on adrenal fatigue, fertility, sexual function, athletic performance, diabetes, liver disease, and respiratory conditions.<sup>[1-3]</sup> In China, it is regarded as a "superginseng" for promoting rejuvenation and stamina, and in traditional Chinese medicine, it is considered to benefit the lung and kidney channels.<sup>[4]</sup>



**Lion's mane** is known as "the brain mushroom." It contains constituents called hericenones and erinacines, which have been shown in lab studies to stimulate nerve growth,<sup>[5]</sup> and in animal models to prevent cognitive impairment due to amyloid *beta* protein, which is implicated in Alzheimer's disease.<sup>[6]</sup> In a randomized, controlled trial, supplementation with 3 g of lion's mane per day for 16 weeks was shown to significantly improve cognitive function, compared to placebo, in patients with mild cognitive impairment.<sup>[7]</sup> Lion's mane has also been shown to improve mood, with reductions in self-rated scores for depression,



anxiety, and irritation after four weeks.<sup>[8]</sup>

The remaining four mushrooms, **Coriolus**, **Maitake**, **Reishi**, and **Shiitake**, are best known for their immune effects and are used to strengthen immune function, generally and as part of adjunctive cancer care. Of these, **Coriolus** is by far the best studied and has been used as part of cancer treatment in Japan for over 30 years.<sup>[9]</sup> Maintaining healthy immune function is critical in patients with cancer, since not only do conventional treatments, such as chemotherapy, suppress immune function as one of their primary side effects, but the immune system is the body's front-line defense against cancer cells. Natural killer (NK) cells are a type of immune cell responsible for anticancer surveillance, destroying cancer cells when detected in the body.<sup>[9]</sup> These mushrooms have been studied in patients undergoing treatment for colorectal, stomach, esophageal, lung, and breast cancer. They have been shown to decrease toxicity of chemotherapy, and improve remission and survival time.<sup>[9–19]</sup> Patients with cancer are advised to consult a licensed naturopathic doctor to determine if mushrooms are an appropriate treatment in their individual case.

## What Does a Good Extract Consist Of?

With the broad range of potential each individual mushroom presents, it is critical to understand the best use of each of them, proper dosing, and use of a high-quality, standardized extract. At New Roots Herbal, our process implies that our mushrooms are optimally used by hot-water extraction and standardization to polysaccharide content.

*Hot-water extraction is critical in obtaining a high-quality and effective mushroom product, and is the traditional Asian method.<sup>[1, 4]</sup>*

The primary class of active constituents in mushrooms is the *beta*-glucan polysaccharides. Mushroom polysaccharides interact with receptors on the surfaces of cells to mediate specific functions.<sup>[11]</sup> In the whole mushroom, polysaccharides are bound by indigestible cell wall comprised of chitin; chitin must be dissolved through hot

water in order to gently release the medicinal components, the mushroom polysaccharides. On the other hand, grinding the mushroom may cause damage to the long-chain polysaccharides and fails to remove the indigestible chitin (fibre), limiting the amount of therapeutic constituents that can be fit per capsule. Products that do not state "hot-water extract" are typically simply ground mushroom biomass.

*Standardization ensures that the end product contains a consistent amount of polysaccharides to allow delivery of a therapeutic dose.*

In the vast majority of human clinical trials investigating the effectiveness of orally administered medicinal mushrooms, dosing was defined by polysaccharide content. For instance, "3 grams of polysaccharide per day", as

Continued on next page



opposed to “3 grams of Coriolus mushroom,” differs from the fact that 3 grams of the whole mushroom include chitin, fibre, and other constituents as well.<sup>[9, 12]</sup> If a product is not standardized to its polysaccharide content, it is impossible to know how much polysaccharide is being delivered. Typically, the therapeutic dose of polysaccharides is 2–3 grams.

Since New Roots Herbal has standardized nearly all its products to 40% polysaccharides (30% for Cordyceps), it is among the highest concentration in the industry and makes therapeutic dosing feasible in the long-term, improving compliance and effectiveness.



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# The Silica Trail



1681

## For Healthy Hair and Nails

gardener's touch, can also lead to receding cuticles and damaged nails more prone to infection.

Silicon is an abundant mineral in the outer shaft of healthy hair responsible for both elasticity and strength. It's also the predominant mineral in healthy nails. Supplementation with New Roots Herbal **SilicaLiquid** equips your body with a highly bioavailable, water-soluble source of silicon for healthy hair and nails. Silicon-rich hair will have increased tensile strength to resist breakage and split ends. It will also leave nails less brittle, with increased resistance to chipping, breakage, and possible infection.

Healthy hair and nails play a critical role in physical appearance; however, they also serve as an indicator of healthy bones, connective tissue, and circulatory system.

Discover how great you can look and feel with delicious, natural fruit punch-flavoured, stevia-sweetened **SilicaLiquid** this summer.



Summer is the season to soak up the sun and live life to the fullest. It's also the most challenging time for maintaining radiant, full-bodied hair and great-looking, intact nails. Increased exposure to ultraviolet radiation can leave hair dull and ravaged with split ends. Outdoor activities, such as gardening without gloves for that subtle

# Choose to Care



## Action Against Hunger

Hunger and malnutrition are strongly affecting the health of a significant number of people around the globe every day. The high risk that hunger has on the health of an individual exceeds the risk that other well-known diseases and viruses, such as malaria, have on an individual's health. Action Against Hunger is an organization that has more than 30 years of experience in the field of fighting hunger in about 40 different countries worldwide. The mission of the organization is to evaluate nutritional needs, treat and prevent acute malnutrition, and build local capacity.

Action Against Hunger helps Canadians to lend a hand to their fellow humans in unprivileged parts of the world to provide them proper nutrition and fight hunger. Since 2009, New Roots Herbal has been supporting the respectable efforts of Action Against Hunger through our Choose to Care program. Our contributions to this organization have been growing year after year, and with the growth of our sales we are expecting to dedicate even more to support Action Against Hunger.





# Probiotics for Summer Health

Summer is the season for spontaneity, with backyard barbecues and last-minute road trips taking center stage. Probiotics are taken by many for superior immune system performance during the fall and winter months. However, the importance of probiotic supplementation during summer is a routine worth keeping.

Summer involves more activity with a subsequent demand for fluids, often in the form of chlorinated water. This, combined with a fibre-filled diet featuring more fresh produce,

can deplete the population of probiotics within the intestines. The introduction of novel microorganisms during summer travel also makes probiotic supplementation a priority to maintain the dominance of healthy gut flora.

Therapeutic applications for probiotic supplementation range from specific illnesses or conditions to daily maintenance of intestinal flora for ongoing health. Diversity of strains and potency are features that help determine the product that best suits individual needs; however

survival rates for probiotics can be severely depleted during digestion.

The entire family of New Roots Herbal probiotic products in capsule form are protected from harsh stomach acids with our natural water-based PH<sup>5</sup>D enteric coating. This ensures that 100% of our probiotics arrive alive and active within the intestines, meaning you benefit from the entire population of therapeutic strains within every non-GMO, vegetable-based, enteric-coated capsule.

*The PH<sup>5</sup>D enteric coating protects our probiotics capsules from stomach acids.*



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## Humboldt Hummus

Named after the central Saskatchewan city with a rich agricultural, economic, and cultural heritage, this summer favourite goes great with pita chips or toast points, or as a vegetable dip. Hummus is also an excellent source of fibre, protein, and healthy fats.

### Ingredients:

- One 400-gram can each of chickpeas and red kidney beans (drained; reserve liquid)
- 6 garlic cloves (chopped)
- 1 cup New Roots Herbal's *Red Palm Fruit Oil*
- 2 lemons and 2 oranges, freshly squeezed
- 1 tbsp. tahini paste or 2 tbsp. freshly ground sesame seeds (can be left out for allergy concerns)
- ½ tsp. paprika
- Sea salt to taste

### Directions:

Blend ingredients until smooth. Add reserved liquid for desired consistency. Enjoy!

Can be refrigerated for several days.

## Juicy Ice Pops

**Portions:** Approximately 8

### Ingredients:

- 1 cup of wild berries (blueberries, strawberries, and raspberries)
- 1 cup of yoghurt (vanilla or plain)
- ¼ cup of skimmed milk
- 8 tsp. of **Juicy Immune - Energy**

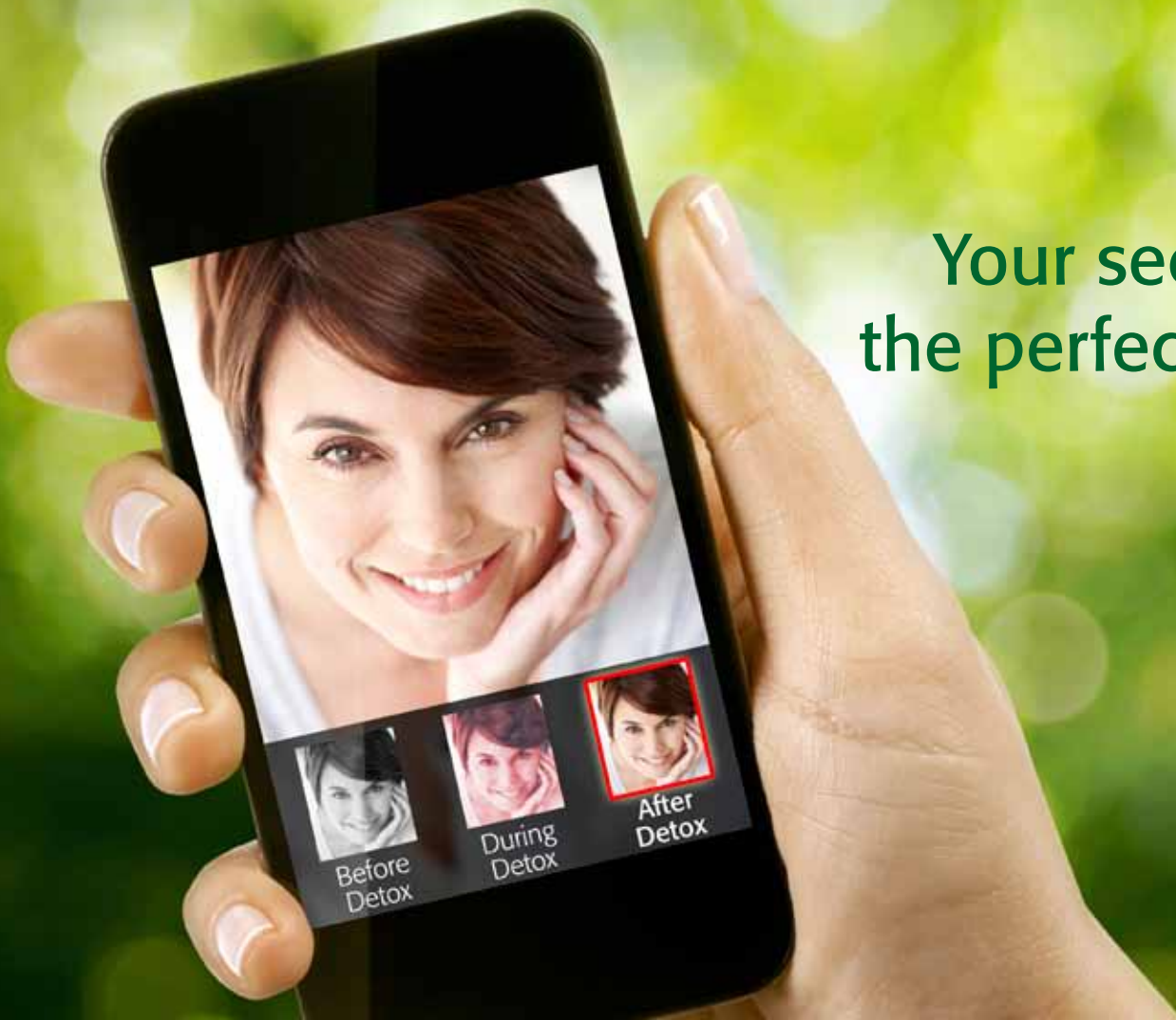
### Directions:

Place in a mixer and blend until you get a consistent texture. Pour evenly into moulds and put in freezer for about 5 hours.

Refreshing energy for hot and sunny days.



# Your secret for the perfect selfie



**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.

- Has the highest-quality, most-effective form of milk thistle extract
- Contains 7 premium-quality ingredients known for benefiting the liver

**Liver** helps you fight common liver-related ailments such as gallstones, jaundice, and hepatitis. **Liver** also offers the perfect protection for smokers, people who drink alcohol, and those who live or work in highly polluted areas.

For great health and a great look, make **Liver** part of your detox program.

Available exclusively at your local health food stores.

To find a retailer near you, visit [newrootsherbal.com/store](http://newrootsherbal.com/store)



- Our ISO 17025 accredited laboratory has 12 scientists: 3 PhDs, 3 MScs, and 6 BScs
- All our products are certified non-GMO

