



NaturalFacts

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

October 1st to November 15th, 2011

**Stress, Strokes
and White Coats**

**Making 'Scents' of
New Advanced Formula Strong Bones**

**Fish for Dinner
An Omega Story**

**Summer and Fall
New Product Review**

**Setting the Standard in
Scientific Support for Natural Health Products**

**Say a Natural Goodbye
to Recurrent UTIs**

Exclusively for Finer Health Food Stores

Stress, Strokes, and White Coats

A recent study at the Sahlgrenska University Hospital in Sweden polled 600 patients admitted to hospital for cerebral infarction (stroke). The most common observation from patients was a prolonged period of stress prior to suffering their stroke.

Chronic hypertension, often stress-related, has been identified as a major risk factor for both heart attack and stroke. Labile hypertension (white coat hypertension or phobia), the sudden spike in blood pressure often associated with doctor's visits, is also a significant risk factor for strokes. A person with this condition will also likely have similar dangerous fluctuations in blood pressure triggered by many other everyday situations. Conventional hypertension medication, and frequently prescribed anti-anxiety drugs, have numerous side effects that often over- or under-control the condition.

Stress management, coupled to the benefits of natural side-effect-free Chill Pills, represent a safe, non-addictive alternative for coping with sudden, menacing increases in blood pressure that can result in a stroke.



16 capsules • code 1166 » 30 capsules • code 1163 » 60 capsules • code 1277

New Advanced Formula **Strong Bones:** **The Proof is in the Aroma**

Customer feedback for the new Strong Bones formula has been positive; however, we have had customer inquiries noting its **distinctive aroma**, similar to cooked cabbage or cauliflower. **This aroma identifies the presence of the highest quality vitamin K2 in its biologically active forms menaquinone 4 and menaquinone 7.** The new advanced formula introduced last November contains 10 additional or osteo-specific ingredients, each with their own specific physical characteristics and benefits for those seeking superior skeletal health.

The therapeutic amounts of potent nutraceuticals and additional B vitamins **also bear a distinctive aroma** that reflects their presence for the promotion of bone growth and repair. New Advanced Formula Strong Bones remains the leader among comprehensive calcium supplements for the treatment of osteoporosis, among the most debilitating age-related degenerative diseases, facing a rapidly aging world population.

New Advanced Formula Strong Bones features the benefits of the following ingredients:

- **More boron** to better initiate bone regeneration;
- **The more biologically active forms of vitamin K2** as menaquinone 4 (MK-4) and menaquinone 7 (MK-7); these superior forms of vitamin K2 can remain in the body up to 72 hours to realize their full therapeutic potential. Clinical trials at the University Hospital in Maastricht, Holland, show vitamin K2 is superior to vitamin K1 for promoting markers of bone health and providing metabolic pathways for bone tissue formation. **MK-4 and MK-7** are bioavailable forms of vitamin K essential for bone building and the prevention of bone loss. These forms of vitamin K also act as cofactors in the formation of bone collagen that improves the elasticity of bones to increase resistance to fracture upon impact;
- **Vitamin B12** deficiency has been identified as a modifiable risk factor in the Framingham Osteoporosis Study, which measured mineral density at critical points at the hip and spine of 2576 adults participants;
- **Folic acid** (as folate), taken in unison with B12, has been proven to decrease levels of the naturally occurring amino acid homocysteine. Homocysteine is necessary to produce proteins; however, excess levels can contribute to the onset of several diseases including osteoporosis, diabetes and coronary heart disease. Studies published in the New England Journal of Medicine have led to believe that elevated homocysteine levels can be added to the list of risk factors for osteoporosis;
- **Curcumin** (95% curcuminoids)—Clinical trials have revealed isolates of curcumin promote increases in both bone density and strength;
- **Lutein**, a carotenoid deficient in women with several forms of osteoporosis;
- **Grape seed extract** 95% proanthocyanidins has been shown to enhance bone density in animal trials;
- **Green tea extract** 75% EGCG—Studies have shown a correlation between higher bone density and green tea consumption in women between the ages of 65 and 76;
- **Lycopene extract** contains phytochemicals that protect bone producing cells (osteoblasts) from oxidative stress. This promotes the accumulation of bone mineral density.



Reference: <http://menaq7.com/index.php?page=absorption>

90 capsules • code 296 » 180 capsules • code 297 » 360 capsules • code 950

Fish for Dinner

an Omega Story

Frequently heard at your average North American household following a dinner featuring fish is: “We should eat fish more often.” The all-too-common life cycle of a fish in many kitchens is: buy it with good intentions, refrigerate it, freeze it, forget it, and toss it out during your annual freezer clean up.

The Canada Food Guide recommends two 75-gram servings (5 ounces) per week of omega-rich seafood—such as salmon—to meet weekly requirements of the long-chained fatty acids DHA and EPA. These healthy fats are critical for brain and nervous system function, mental well-being, and the reduction of inflammation associated with arthritis and coronary heart disease.

New Roots Herbal offers an extensive selection of omega-3 fish oil supplements formulated to meet and exceed nutritional needs necessary for superior health and wellness.

The New Roots Herbal selection of Wild Omega fish oil supplements will meet your daily requirements of essential omega-3 critical for both mental health and physical well-being.



WildOmega 3
EPA 180 mg
DHA 120 mg

NPN 80020862
60 softgels • code 1000
120 softgels • code 1001
180 softgels • code 1002

WildOmega 3
EPA 660 mg
DHA 330 mg

NPN 80009414
60 softgels • code 1253
120 softgels • code 1280

WildOmega 3
EPA 660 mg
DHA 330 mg
WITH 500 IU OF VITAMIN D

NPN 80025275
60 softgels • code 1537

WildOmega
EPA 650 mg
DHA 100 mg

NPN 80025979
60 softgels • code 1535

Summer and Fall N

Critical Neem Leaf supports immune function, regulates blood sugar, controls inflammatory response, and exerts antibacterial, antifungal, and antiviral action.



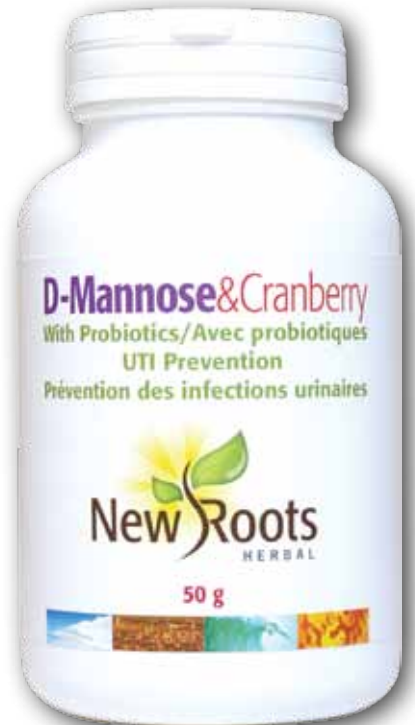
Code 1472 > NPN 80026134

Hair & Scalp contains therapeutic amounts of 18 vitamins and nutrients that can stop hair loss and thinning and activate dormant hair follicles.



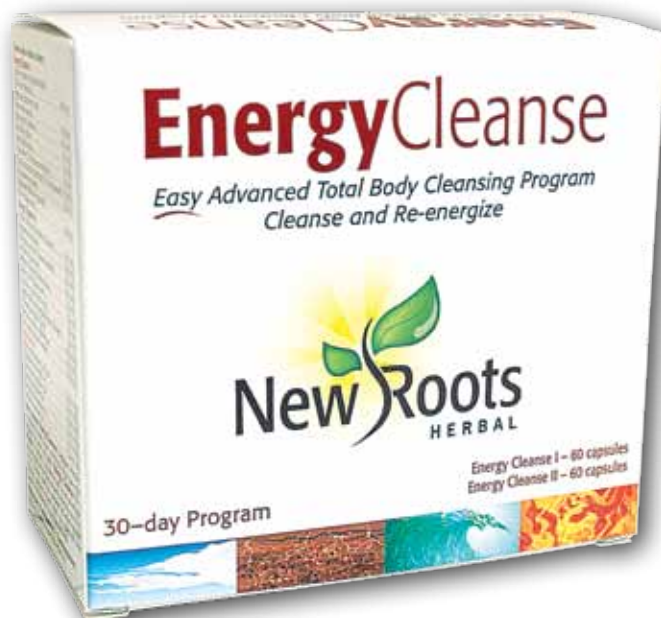
Code 1555

D-Mannose & Cranberry with Probiotics is formulated with three natural ingredients proven effective for the treatment of recurrent urinary tract infections caused by *E. coli*.



Code 1549

Energy Cleanse is a 30-day comprehensive program that eliminates toxins and strengthens liver function for increased energy and improved immune system function.



Code 1540

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



Code 1595 > NPN 80023646

ew Product Review

Seabuckthorn Oil softgels are an excellent, certified organic source of omega-7 fatty acids critical for retaining healthy, vibrant, young skin.

Wild Omega 3 EPA 660 mg DHA 330 mg with **Vitamin D** helps with cognitive function, supports heart health, reduces inflammation, and is now formulated with 500 IU of vitamin D3.

High potency **Wild Omega** EPA 650 mg DHA 100 mg exceeds the minimum 3:1 ratio of EPA to DHA recommended for a wide variety of cognitive disorders.



Code 1585



Code 1537
NPN 80025275



Code 1535
NPN 80025979



Code 1604

Topical application of New Roots Herbal Certified Organic **Seabuckthorn Seed Oil** will nourish, strengthen and protect your skin.

New Roots Herbal has responded to consumer demand with the development of the products presented here, that focus on superior metabolic, immune, cardiovascular, and mental health.

We have even added a few that will make you look as good as you feel, with our sea-buckthorn products and Hair & Scalp.

MCT Energy is a calorie-reduced, easily metabolized source of healthy fats with minimal fat storage potential.



Code 1546

Setting the Standard in Scientific Support for Natural Health Products

New Roots Herbal dedicates in excess of 320 hours per week of scientific validation, research, and quality control from the raw material stage to the finished product in support of its entire natural product line. Members of our scientific team attend seminars and conferences throughout North America to keep abreast within our dynamic industry. Technical training and accreditation for our advanced diagnostic laboratory equipment is conducted regularly.

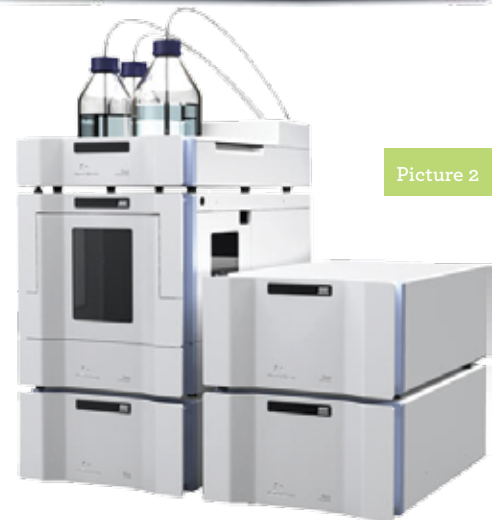
Our in-house research laboratory is currently undergoing the rigorous ISO/IEC 17025 accreditation process. This process outlines the specific exacting requirements and competency necessary to perform tests, calibrations, and sampling using standard and laboratory-developed methods.

This fall will also witness the installation of three additional laboratory instruments to our industry-leading laboratory. Our new gas chromatograph represents the most recent and precise tool used in analytical chemistry for identifying, separating and analyzing compounds free of any decomposition common with inferior analytical systems. The **Clarus 680 Gas Chromatograph** (Picture 1, right part) will work in unison with a new state-of-the-art **Clarus 600T Mass Spectrometer** (Picture 1, left part) to evaluate and determine the exact elemental composition of every raw material to pass through our facility.



Picture 1

The **Flexar Quaternary Liquid Chromatography Platform and Photodiode Array Detector** (Picture 2) greatly advances the improvements to our analytical laboratory. This analytical instrument offers the most precise technique to separate, identify, quantify, and purify distinct components of a given mixture. This instrument is indispensable for our industry as most natural substances are mixtures, as opposed to synthetic chemicals that exist in fixed chemical proportions.



Picture 2

We have also hired a new PhD in analytical microbiology. This new member of our scientific team will be heading our microbiology department, slated for opening in early 2012.

The continuing investment in expanding scientific knowledge and technical training, combined with the creativity and industry experience of our product development team, provide a platform for the development of safe, effective, natural health products inspired by nature and supported by science.

MEMBERSHIP HAS ITS PRIVILEGES



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.

Say a natural
Goodbye

to recurrent

UTIS

D-Mannose&Cranberry
With Probiotics

Any Internet search regarding the topic of urinary tract infections (UTIs) gives an extensive description of causes and symptoms, with the suggested course of treatment usually being a brief paragraph recommending a course of broad-spectrum antibiotics.

Eighty percent of UTIs are caused by *Escherichia coli* infection; the most common medical course of treatment are the very same **broad-spectrum antibiotics** that are used for a long list of illnesses. **Their use can disrupt the natural balance of beneficial bacteria and contribute to the growth of menacing antibiotic-resistant bacterial strains, that may prove to be an even greater health risk than the infection they were intended to treat in the first place.**

D-Mannose&Cranberry With Probiotics is formulated with three natural, potent, proven, and side-effect-free ingredients that target *E. coli*, the main cause of recurrent UTIs.

D-Mannose&Cranberry With Probiotics contains:

D-Mannose: This natural sugar is not converted to glycogen in the liver; it enters the blood stream directly to **bind and trap *E. coli* in the kidney and urinary tract for quick and easy elimination.**¹

Cranberry 107x: Proanthocyanidin-rich cranberry concentrate **prevents the adherence of *E. coli* within the entire urinary tract.**²

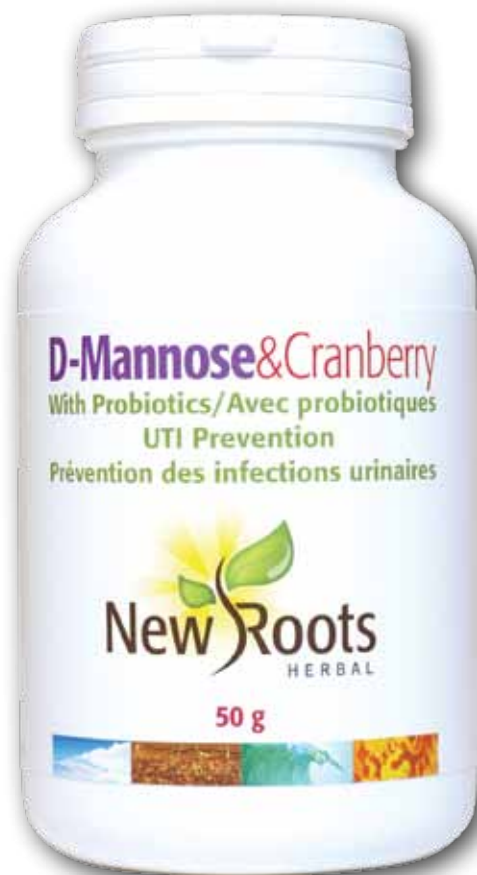
Lactobacillus rhamnosus: This specialized probiotic strain is resistant to harsh stomach acids. It produces compounds (surfactants) that **disrupt pathogenic bacterial strains (including *E. coli*) from infecting the lining of the urinary tract.**³

D-Mannose&Cranberry With Probiotics does not require refrigeration and is available in 50-gram format.

1 Head, K.A. "Natural Approaches to Prevention and Treatment of Infections of the Lower Urinary Tract", *Alternative Medicine Review* 13, no. 3 (2008): 227-244.

2 Cranberry—Monograph, Health Canada

3 Reid, G., A.W. Bruce, N. Fraser, et al. "Oral probiotics can resolve urogenital infections", *FEMS Immunology and Medical Microbiology* 30 (2001): 49-52.



Code 1549

NEW ROOTS HERBAL
3405 F.-X.-Tessier
Vaudreuil-Dorion (Québec) J7V 5V5
800 268-9486
www.newrootsherbal.com



See you at the CHFA show, October 15-16, booth #P10



We will be closed on October 10 (Thanksgiving) and open on November 11 (Remembrance Day).
All texts researched & written by Gord Raza, B.Sc.

Is this the new sixty-two?



THE FOUNTAIN OF YOUTH. NOW AVAILABLE IN CAPSULES.

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

Naturally sourced and scientifically tested, AGELESS TELOMERES is formulated using botanical extracts that actively preserve telomeres. And, with Nobel Prize research supporting the importance of healthy telomeres, you can feel confident, as well as younger and stronger.

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



Code 1428

