



# Natural Facts

*New product announcements, specials and information*

December 17th, 2012 to February 1st, 2013



Celebrate the Holidays  
with **Milk Thistle**  
and Mistletoe

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**Holiday** Season

Stay **Stoked**  
this Winter

Snowstorms and  
**Vision** Loss

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**JointPainRelief**

Hitting the Slopes  
with **Stevia**

...and other great topics

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

Exclusively for Finer Health Food Stores

# Deeply Rooted

for a bright future

As we reflect on the past 12 months, it's been an exciting year. We've added many innovative new formulations in response to demand from you, the store owners. We're also grateful for the growth we've experienced as an independently owned Canadian company.

Our investment for future success continues in our industry-leading laboratory with the recent addition of the Waters Xevo Triple Quad UPLC-MS/MS for state-of-the-art raw-material and finished-product analysis. Our laboratory can currently determine both the identity and quantity of marker compounds for raw materials with pinpoint accuracy in a fraction of the time previously dedicated to the analytical process. For example, the Triple Quad UPLC-MS/MS can perform routine analysis of all 21 amino acids simultaneously within several minutes, compared to the previous 21 days.

The North American health products industry has witnessed large-scale acquisitions by mainstream pharmaceutical giants over the past year. Natural health products are experiencing a growing presence in discount pharmacy chains, multinational discount retailers, and big-box warehouses.

New Roots Herbal's unwavering commitment to the grass roots of our industry continues. Our products will continue to be offered exclusively to health product retailers like you that share our passion for the natural health products industry.

We will continue to invest in marketing initiatives that will draw people to your retail locations. Feel free to contact one of our account representatives to develop "in-store" promotions or customized programs to suit your specific needs.

Please permit us to wish you a healthy and happy holiday season and a prosperous new year.



*P. F. Wilkes*

Peter Wilkes  
President

*Thank You  
and Happy Holidays!*



3405, F.-X.-Tessier street  
Vaudreuil-Dorion, QC  
J7V 5V5  
800 268-9486  
newrootsherbal.com



Member of the



## Please Note!

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 Magnesium
- Chlorophyll
- Calcium (Coral)
- Silica Gel
- Morning Life

Also note that we will close for the Holidays starting at 2PM on December 21st until January 1st inclusively. We will reopen on January 2nd.

# Celebrate the Holidays with Milk Thistle and Mistletoe

A successful festive season relies upon plenty of planning. Chores that span from booking flights to preparing those “magazine-perfect” appetizers set the stage for plenty of memorable moments. Unfortunately, we’re often left exhausted and prone to illnesses come January.

The liver also works overtime during the holidays, with the responsibility of detoxifying the entire body from the frequent excess of rich food and holiday beverages. Support and care for liver function traditionally focuses on detoxification, repair, and cell rejuvenation.

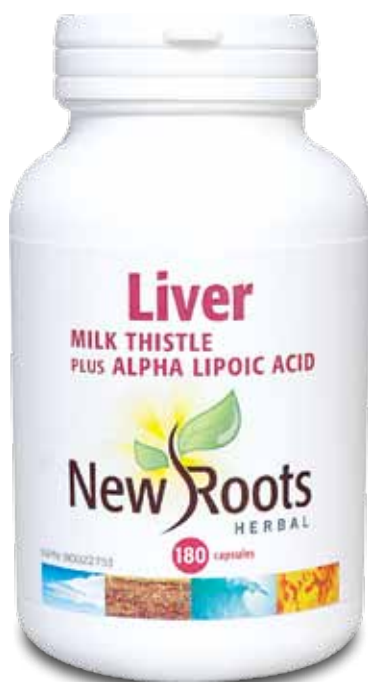
New Roots Herbal’s **Liver** does all that; however, the protective benefits from the unique formulation of proven herbs and standardized extracts can help



provide the energy and stamina essential for ongoing holiday health and throughout the New Year.

An extract of milk thistle, standardized to 80% of the target compound silymarin, forms the backbone of **Liver**. Silymarin stabilizes cell membranes within the liver to protect them from toxins; this offers a twofold benefit as cells are protected and subsequently better prepared to process toxins for elimination. Silymarin also helps stimulate protein synthesis essential for the generation of new liver cells. Artichoke extract, standardized to 5% of its active compound cynarin, boast similar protective and regenerative properties as milk thistle to amplify the potency of **Liver**.

The black radish, beet root, and dandelion (3% flavonoids) in **Liver** help detoxify and decongest the liver and gall bladder. Curcumin, standardized to 95% curcuminoids, and *alpha*-lipoic acid complete the formula with accelerated bile production for toxin excretion and robust antioxidant action for protection from harmful free radicals.



206-210-859

# Product Picks for the **Holiday** Season

New Roots Herbal has several product suggestions to help you cope with the many demands of the holiday season. The combination of stress, immune challenges including cold and flu, “to do” lists that seem to always spill over to the next day, and extensive travel plans can benefit from the following products:



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## **Travelers' Probiotic**

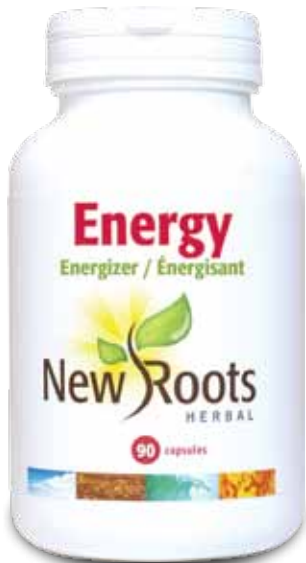
The latest addition to our family of probiotic products is a must for those with holiday travel plans. Our unique formula is the ideal preventive measure for traveler's diarrhea, often encountered during holiday travel. **Travelers' Probiotic** can safeguard your dream vacation from becoming a nightmare.



1163-1166-1277

## **ChillPills**

Our potent, synergistic formula is the all-natural way to reduce stress and improve your mood. The standardized extracts of scientifically proven nutrients and B-complex vitamins provide side-effect-free protection from triggers that cause stress. **ChillPills** will help calm your nervous system, ease anxiety, and allow you to focus on the bright side of life.



205-937

### Energy

**Energy** taps into the benefits of seven nutrients renowned for their energy and stamina support. **Energy** will strengthen immune-system performance, build up resistance to stress, and energize the body and the mind without the side effects common to prescription drugs or caffeine and sugar-laden energy drinks.



1726-1731-1734

### Multi

Our new vitamin A and *beta*-carotene-free formula was created by two of Canada's foremost naturopathic practitioners, Dr Heidi Fritz and Dr Philip Rouchotas. It is the ideal supplement to meet vitamin and mineral needs, spanning from adolescents to the elderly. The premium bioavailable ingredients in our formula provide proven protection from disease and infection.



1233-1255-1476

### Wild Oregano C93

An industry-leading, naturally occurring carvacrol content as a percentage of volatile oils will help you tackle cold and flu with confidence this holiday season. Oregano oil was recently featured on the popular Dr. Oz Show for use as a lubricant during cellulite massage. Oregano oil softens connective tissue, enhances microcirculation, and acts as an anti-inflammatory to reduce the appearance of cellulite, particularly for the thighs.

# Snowstorms and Vision Loss

Prolonged exposure to summer sunlight is associated with threatening vision. However, the fierce storms typical of Canadian winters not only reduce visibility temporarily, but the beautiful blanket of snow left behind represents an increased risk for cataracts. Reflection from various ground surfaces contribute to overall ultraviolet exposure. UV radiation reflected from grass, soil, and water is generally less than 10%; fresh snow can reflect up to 80% of the Sun's potentially damaging rays.

Exposure to UV radiation can contribute to cataract formation; cataracts affect transparency within the lens, to cloud vision. Retinal damage from UV exposure is also a contributing factor for age-related macular degeneration. The macula is 5 mm in diameter and located near the center of the eye. Damage to the macula compromises visual acuity and causes a loss of central vision.

With no relief in sight for the depleting ozone layer and the suspect nutritional value of our food supply, supplementation with the eyesight-specific nutrients, vitamins, and minerals in **Forsight** can prove to be a valuable asset for the preservation of healthy, vibrant vision.

**Forsight** features a unique blend of therapeutic quantities of nutraceuticals, all potency-standardized to quench the



nutritional requirements of the eyes. Potent plant-sourced extracts of lutein and zeaxanthin are among the critical compounds to combat macular degeneration. Flavonoids extracted from dark-skinned berries provide antioxidant protection for the eyes, particularly the retina. Non-GMO vitamin E is among the vitamins in **Forsight** essential for improved resistance to cataract formation. Highly bioavailable forms of zinc, selenium, and copper amplify antioxidant status and improve microcirculation for better nutrient delivery to maintain excellent vision.

The World Health Organization reports that approximately 18 million people have cataract-related blindness worldwide; you can avoid this with **Forsight**.



332-993

# It's all in the name: **JointPainRelief**



**JointPainRelief** is a synergistic formula dedicated to the side-effect-free alleviation of joint pain and inflammation, and the restoration of healthy cartilage and connective tissue.

Our formula features the cutting-edge, novel nutrient, NEM® (Natural Eggshell Membrane). NEM® is a potent, clinically proven natural source of specialized compounds critical for the development and maintenance of healthy cartilage and synovial fluid. Synovial fluid is found within the membrane that surrounds joints to cushion bones, cartilage, ligaments, tendons, and muscles from the friction that contributes to joint pain and inflammation.

**JointPainRelief** also contains many therapeutic nutrients that include a standardized extract of the herb *Boswellia serrata* (70% boswellic acid), used extensively in Ayurvedic medicine to actively inhibit production of the signaling molecule that causes inflammation; Devil's claw, standardized to 5% harpagosides, amplifies the inhibition of the cell signaling process that contributes to the inflammatory process.

Curcumin (95% curcuminoids) safely targets the enzymes (COX and COX-2) that are among the underlying causes of joint pain and inflammation. **JointPainRelief** also contains a potent black pepper extract, standardized to 95% of the critical marker compound piperine. Clinical trials have proven piperine to amplify the bioavailability of curcumin up to 2000%.<sup>[1]</sup>

**JointPainRelief** can be the catalyst for the restoration of a healthy, active lifestyle that may have been compromised by feeling pain when climbing a simple flight of stairs. Healthier connective tissue and less joint pain and inflammation can further benefit your health in other ways. The return to a more active lifestyle will stimulate the delivery of critical nutrients and removal of waste material from connective tissue. The increase in muscle mass that results from exercise also strengthens, stabilizes and protects joints. Pain-free weight-bearing joints, especially the hips, can also spell an end to interruptions in sleep patterns from the constant tossing and turning due to arthritic pain.

## Take action today!

Left untreated, osteoarthritis, arthritis, athletic, and work-related joint pain will worsen with time. The time is now to incorporate **JointPain Relief** into your life rather than accepting pain as a normal part of aging. **JointPain Relief** will help nourish and repair damaged connective tissue and provide relief from joint pain and inflammation that can limit your lifestyle.

Better yet, **JointPain Relief** is free from the dangerous side effects common to many prescription drugs.



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The Arthritis Society of Canada estimates that 4.6 million Canadians (13%) suffer from arthritis. Joint damage to weight-bearing joints is responsible for 80% of hip-replacement and 90% of knee-replacement surgery in Canada.

1. Shaba, G., et al. "Influence of piperine on the pharmacokinetics of curcumin in animals and human volunteers". *Planta Medica* Vol. 64, No. 4 (1998): 353-356.

# Stay Stoked this Winter

Staying healthy and energized throughout the winter months is challenging. We've selected a few products that can fuel your clients' flames to stay fit, resist illness, and keep stoked with energy for all the excitement that winter has to offer.

## L-Carnitine

New Roots Herbal's **L-Carnitine** is the biologically active form (*N*-acetyl-L-carnitine) of the amino acid responsible for the generation of energy at the cellular level. L-Carnitine actively transports nutrients to the mitochondria (power plants) of cells within the entire body for robust energy production necessary to maintain better health, energy, and stamina.



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## Juicy Immune-Energy

The benefits the body can harvest from every single portion of **Juicy Immune-Energy** strengthen every organ system. The potent antioxidant effects of **Juicy Immune-Energy** bolster cardiovascular well-being, strengthen connective tissue, protect eyesight, and can improve resistance and recovery time from colds and flu.



1511

## EnergyCleanse

The dedication of 30 days to a bounty of botanical extracts, minerals, and cutting-edge nutraceuticals will improve your immune system performance and ignite your energy levels. **EnergyCleanse** helps eliminate accumulated toxins as well as strengthen critical liver function. A cleaner gastrointestinal system will promote better nutrient assimilation, and a rejuvenated liver will be better equipped for the breakdown and elimination of harmful toxins.



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## Dr. Oz and *Garcinia cambogia*

Dr. Oz generated plenty of interest this fall with his discussion regarding the benefits of ***Garcinia cambogia*** extract for weight loss.

The multi-billion dollar weight loss industry is susceptible to over-hyped products; however, the effectiveness of this proven natural nutrient has been recognized and featured in **SlimmerSystem** for over a decade.

**SlimmerSystem** contains *Garcinia cambogia* standardized to 50% of the therapeutic compound hydroxycitric acid (HCA). HCA affects the metabolism in three ways: it accelerates the burning of calories, deters fat storage, and inhibits hunger.

A Japanese clinical trial reported the benefits of *Garcinia cambogia* for the reduction of visceral fat accumulation (belly fat).<sup>[1]</sup> The findings of this study are significant, as visceral fat correlates directly to reduced HDL (good cholesterol), high triglyceride levels, hypertension, and elevated blood glucose levels common to type 2 diabetes.

**SlimmerSystem** is formulated with the most effective nutrients available for safe and effective weight management and disease prevention.

1. Hayamizu, K. et al. "Effects of *Garcinia cambogia* (hydroxycitric acid) on visceral fat accumulation: A double-blind, randomized, placebo-controlled trial". *Current Therapeutic Research - Clinical and Experimental* Vol. 64, No. 8 (2003): 551-567.



1212-1214-1215

# Hitting the Slopes with **Stevia**

## The perfect fit for an active, healthy lifestyle

Dear Mr. Wilkes,

Thank-you so much for the free Stevia! We are very happy to have it, and it was a very nice surprise. Mommy is very pleased with it, and she said that it is the best stevia extract that she has ever used, and she uses it all the time!

Last week we went on a back-country ski trip in the mountains. We went to Lake O'Hara and stayed in a little cabin owned by the Alpine Club of Canada. Before we went on our trip, my mom made us some home-made granola for our breakfasts at the cabin. She put some of your high-quality stevia powder in it. The granola was so good!

We have included Mom's recipe for granola & a picture of me eating some granola outside the little cabin up in the mountains. The recipe is on the back of this letter.

Thank-you!

Emily Burak



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Mom's Raw-nola  
4c sprouted hulled buckwheat  
2 apples  
2c hemp hearts  
1c sliced almonds  
1c sunflower seeds  
1/4c ground flaxseed  
2c ground walnuts  
1/4 + New Roots Herbal White Powder Stevia  
Concentrate  
  
Mix all ingredients & dehydrate in a dehydrator  
till crisp. Enjoy!

Clinical Practice Guidelines for the Canadian Diabetes Association state that up to 10% of daily calorie consumption can be sourced from sugars. Substitution with **Stevia** for sugar in cooking, baking and even in a morning cup of coffee or tea can be a valuable asset to stay within these limits and assist in the control of type 2 diabetes.

**NEW**



## Did you know...

That up to 11 million Canadians get sick every year while travelling abroad due to contaminated food and water?

The 12 beneficial probiotic strains in new **TRAVELERS' PROBIOTIC** provides a safe form of protection from intestinal upset. It's specially formulated to neutralize harmful bacteria toxins, protect your intestines and maintain healthy intestinal flora.

Best of all, thanks to the protection of our advanced PH<sup>5</sup>D enteric coating, you can be assured that the billions of probiotic cells will safely escape your harsh stomach acids and will be delivered "alive and active" directly to your intestines for optimal results.

**Bon voyage!**



WHATEVER YOUR PROBIOTIC NEEDS,  
WE'VE GOT YOU COVERED:

**IBS Urgency** – Relieves IBS symptoms

**Acidophilus Ultra** – Improves intestinal health

**Probiotics Urgency** – Re-establishes intestinal vigor



Available at fine health food stores. To find a retailer near you, visit [www.newrootsherbal.com/store](http://www.newrootsherbal.com/store)