



Prevent

Get all the benefits
of green tea

**PREVENT OFFERS 8 POTS WORTH
OF GREEN TEA PROTECTION
IN EACH CAPSULE.**

Ingredients

Each vegetable capsule contains:

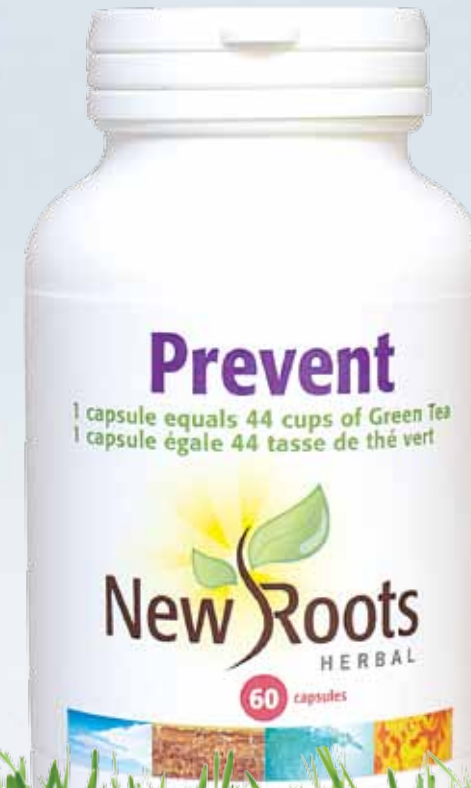
Green tea extract EGCG 75%.....	500 mg
EGCG (Pure).....	375 mg
Polyphenols 99%.....	495 mg
Catechins 90%.....	450 mg
Curcumin 95%.....	100 mg
N-Acetylcysteine.....	60 mg
Resveratrol 50%.....	50 mg
Lycopene 10%.....	30 mg
Cayenne 40,000 heat units.....	25 mg
Zeaxanthin 20%.....	20 mg
Astaxanthin 1.5%.....	20 mg
Black pepper extract 95% piperine.....	2 mg

Taking control of disease.

PREVENT is a composition of:

- Green tea 75% EGCG
- Curcumin 95%
- Resveratrol 50%
- Lycopene 10%
- Zeaxanthin 20%
- Astaxanthin 2%
- N-Acetylcysteine
- Cayenne
- Black pepper extract 95% piperine

This is an antioxidant-specific formula designed for disease prevention.



PREVENT

Sold exclusively to finer health food stores
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PREVENT and the Power of Green Tea.

The green tea in PREVENT has a special therapeutic charge of 75% EGCG: a powerhouse that helps fight disease. Green tea has been proven to be effective in preventing breast, lung, mouth, stomach and prostate diseases by preventing cells from becoming sick, inhibiting growth of damaged cells and attacking or inducing death in diseased cells.

AN ESTIMATED 153,100 NEW CASES OF CANCER OCCUR IN CANADA EVERY YEAR. ON AVERAGE, 1,353 CANADIANS DIE OF CANCER EVERY WEEK.

Weight Loss

Studies suggest that EGCG may boost metabolism and help burn fat. In a French study, resting metabolic rate increased by 4% after 90 mg of EGCG was consumed three times per day.

Scientists at the University of Chicago's Tang Center for Herbal Medicine Research have found that EGCG caused rats to lose up to 21 percent of their body weight. Rats injected with EGCG derived from green tea leaves lost their appetites and consumed up to 60 percent less food after seven days of daily injections.

EGCG seems to desensitize leptin receptors (leptin may play a role in appetite) in the study of animals. Most green tea products on the market reach a maximum of 55% EGCG. New Roots Herbal's green tea extract contains the highest quantity of EGCG available in supplement form. Each 500 mg capsule contains 75% EGCG.

What makes PREVENT great:

Green Tea 75% EGCG

The EGCG found in green tea has incredible special properties when it comes to keeping you healthy. It's been proven to be powerful in treating a wide range of conditions. The polyphenols in green tea are catechin, epicatechin, epicatechin gallate, epigallocatechin gallate, and proanthocyanidins. Epigallocatechin gallate (EGCG) is viewed as the most significant active component.

The leaf bud and first leaves are richest in epigallocatechin gallate. Green tea polyphenols are potent antioxidant compounds that have been shown to have a 100 times greater antioxidant protection than vitamin C and 25 times better than vitamin E at protecting cells and their genetic material, DNA, from damage believed to be linked to disease. EGCG carries twice the antioxidant punch of resveratrol found in red wine. In addition to exerting antioxidant activity on its own, green tea may increase the activity of antioxidant enzymes.

Curcumin 95%

Antioxidant, anti-inflammatory and anti-carcinogenic properties of turmeric and curcumin are undergoing intense research. Tests in Germany, reported in July 2003, found that "All fractions of the turmeric extract preparation exhibited pronounced antioxidant activity..." Turmeric extract tested more potent than garlic, devil's claw, and salmon oil.

Another study indicates that curcumin slows the development and growth of a number of types of disease cells. Researchers now define curcumin as a broad-spectrum anticancer agent, whereas its detoxifying enzymes indicate its potential value as a protective agent against chemical carcinogenesis and other forms of electrophilic toxicity. The significance can be implicated in relation to the preventive effects of curcumin against the induction of tumors in various target organs. A recent study states that curcumin may inhibit some chemotherapy drugs for breast cancer.

N-Acetylcysteine

N-acetylcysteine supports glutathione to interact with the toxic byproducts promoting their excretion through the liver. These substances include carbon tetrachloride, chloroform, and carbon monoxide; alcohol; such heavy metals as mercury, chromium, and boron; and the microorganisms aflatoxin and *Escherichia coli*.

By helping to rid the body of environmental toxins and by

fighting free radicals, NAC may play a role in preventing disease. NAC might also slow the growth of diseased tissues in these ways. Clinical trials are underway to explore this possibility. Interestingly, one study did find that NAC reduced nausea and vomiting caused by chemotherapy.

Resveratrol 50%

Resveratrol is a type of antioxidant polyphenol called a phytoalexin: a class of compounds produced as part of a plant's defense system against disease. It is produced in the plant in response to an invading fungus, stress, injury, infection or ultraviolet irradiation.

Red wine contains high levels of resveratrol, as do grapes, raspberries, peanuts and other plants. Resveratrol has been shown to reduce tumor incidence in animals by affecting one or more stages of disease development. It has been shown to inhibit growth of many types of disease cells in culture. Evidence also exists that it can reduce inflammation. It also reduces activation of NF- κ B, a protein produced by the body's immune system when it is under attack. This protein affects disease cell growth and metastasis.

Lycopene 10%

A study released during the American Association for Cancer Research's (AACR) annual meeting reveals lycopene from tomatoes may activate special disease-preventive enzymes called "phase II" detoxification enzymes. These effectively remove harmful carcinogens from cells and from the body. The research suggests consumption of carotenoid-rich lycopene may exert their disease-preventive effect by stimulating the body's "antioxidant response element."

Cayenne 40,000 heat units

Cayenne contains capsaicin, the active ingredient with several beneficial properties that include the prevention of the release of a neurotransmitter that sends pain signals to the brain. Research at the Loma Linda University Cancer Center has also shown a connection between lower rates of lung disease and the consumption of cayenne peppers.

Zeaxanthin 20%

Zeaxanthin is an antioxidant that destroys harmful free radicals generated by exposure to light, which initiates oxidative damage in the eyes and skin. These xanthophylls provide protection against free radicals that can damage cells and DNA, and thus cause disease. Zeaxanthin may also improve the cytotoxic action of anticancer chemotherapy drugs.

Astaxanthin 1.5%

Astaxanthin kills free radicals in your body, staving off age-related diseases like macular degeneration, by preventing these unstable molecules from damaging your cells. Astaxanthin also boosts the functioning of your immune system by increasing the number and activity of T cells and macrophages, two kinds of protective cells that fight infection and disease.

Black Pepper Extract 95% Piperine

Piperine is the active ingredient in black pepper known for its ability to increase absorption sites within the intestines. The alkaloid piperine promotes the bioavailability of the nutrients in **Prevent** by a mechanism believed to increase the length of the villi (the primary absorption site within the small intestine).

Suggested Use

Take 1 capsule daily or as directed by your health care practitioner.

Notes

- Each capsule contains less than 2.5 mg of caffeine (from green tea).
- EGCG is a type of catechin and catechins are a type of polyphenol.

Warning

Do not use while on chemo drugs. Stop taking **Prevent** two days before taking chemo drugs. Take **Prevent** only 30 days after your last chemo drug prescription has ended.

The curcumin extract in **Prevent** may reduce the effectiveness of chemo drugs.

During chemo, take Prevent 44 which does not contain curcumin.

References:

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