

Multi-Anthocyanidins 20%: This diverse blend of bioflavonoids is sourced from multiple fruit sources that possess slightly different roles as antioxidants and their ability to scavenge free radicals.

Black Pepper Extract 95% Piperine: Piperine is an alkaloid known for its ability to augment the bioavailability of nutrients within the formula. Piperine is lipophilic, which accounts for its ability to maximize intestinal absorption of nutrients.

Selenium Ascorbate: Selenium in its ascorbate form is easily absorbed at the intestinal level for subsequent inclusion in the enzyme glutathione peroxidase, which is the main enzyme protecting the body from oxidative damage.

Prevent 44 does not contain curcumin, and is an excellent adjunctive treatment during 'chemo'.

Note: One study indicates curcumin may interfere with chemo.

References

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Ingredients

Each vegetable capsule contains:

Green tea extract 75% EGCG	500 mg
EGCG (pure).....	350 mg
Polyphenols 99%.....	495 mg
Catechins 90%.....	450 mg
<i>N</i> -Acetylcysteine.....	60 mg
Resveratrol 50%.....	50 mg
Lycopene 10%	30 mg
Orange phytonutriments.....	30 mg
Cayenne 40,000 heat units	25 mg
Zeaxanthin 20%.....	20 mg
Astaxanthin 1.5%.....	20 mg
Grape seed extract 95% proanthocyanidins	20 mg
Multi-anthocyanidins 20%	20 mg
Black pepper extract 95% piperine	2 mg
Selenium ascorbate 0.1%	0.03 mg

Ingredients in this formula have been validated for potency and identity, and certified free of heavy metals, pesticides and solvent residues using:

- Inductively Coupled Plasma Optical Emission Spectrometer (ICP-OES)
- HPLC with Diode Arrays UV-VIS Detectors / Refractive Index Detectors
- Gas Chromatograph/Mass Spectrometer (GC/MS)
- UV/VIS Spectrophotometer
- Near-Infrared Spectroscopy (FT-NIR Spectrometer)
- Headspace Gas Chromatography (organic solvent residues)
- Disintegration



Prevent 44

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Prevent44

Fight disease

OFFERS CHEMOTHERAPY-COMPLIANT DISEASE PREVENTION NATURALLY.



Side-effect-free antioxidant action during 'chemo'.

Prevent 44 derives its name from the therapeutic charge of a minimum of 44 cups worth of 75% EGCG (green tea extract) per capsule. EGCG is the medicinal isolate that has been identified as effective in green tea. Green tea has been found to be effective in the prevention of breast, lung, mouth, stomach, prostate, and colon diseases by preventing cells from becoming sick, inhibiting growth of damaged cells, and triggering apoptosis (programmed death) of diseased cells. Recent evidence has shown that curcumin can interfere with chemotherapy; curcumin has *not* been included in **Prevent 44**, in favor of five additional antioxidant ingredients, to broaden its scope of disease prevention.

171,000* NEW CASES OF CANCER ARE DIAGNOSED ANNUALLY IN CANADA; CANCER CLAIMS THE LIVES OF MORE THAN 75,000 CANADIANS ANNUALLY

What makes **PREVENT 44** great?

Studies suggest that EGCG may increase metabolism and burn fat. In a French study, resting metabolic rate increased by 4% after 90 mg of EGCG was consumed 3 times daily.

Green tea polyphenols are potent antioxidant compounds that have been demonstrated to provide **100 times greater antioxidant**

*Excluding approximately 75,100 cases of non-melanoma skin cancer.

Metabolic management and overall health.

protection than vitamin C and 25 times greater 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 of its own, green tea may increase the activity of antioxidant enzymes.

Most green tea products on the market are only 10%–40% EGCG. New Roots Herbal's green tea extract contains the highest quantity of EGCG available in supplement form. Each **Prevent 44** capsule (500 mg) contains 75% EGCG, equalling 375 mg of pure EGCG.

A Great Side-Effect

EGCG helps with weight management. The significance of a leaner, fit profile correlates with a lower incidence of several diseases. Excess body weight contributes directly to type 2 diabetes and is a condition that is easily fixed by effective weight control coupled with an active lifestyle.

Another Consequence of EGCG and Weight Management

Arthritis is the leading cause of disability in Canada. Obesity is not the cause for arthritis, but has been identified as a major risk factor. Being overweight can act as a deterrent for initiating an exercise routine: the less active a person becomes directly affects their body mass index in a negative manner. The amount of weight we bear has a significant effect on the health of our joints and connective tissue.

PREVENT 44 also contains:

N-Acetylcysteine: N-Acetylcysteine supports glutathione production 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 diseases. NAC might also slow the growth of sick 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 'chemo'.

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. Resveratrol delivers up to 20 times the antioxidant power of vitamin C.

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 cancer 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 cancer-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 cancer-preventive effect by stimulating the body's "antioxidant response element."

Orange Phytonutrients: The limonoids in orange juice have been shown to provide protection from various forms of disease in laboratory animals.

Cayenne Pepper 40,000 Heat Units:

Capsaicin is the active ingredient in Cayenne pepper that is responsible for several properties, including the prevention of the release of a neurotransmitter that sends pain signals to the brain. Research done at the Loma Linda University Cancer Center has also indicated 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 anti-cancer 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 cancer.

Grape Seed Extract 95%

Proanthocyanidins: GSE is an excellent source of oligomeric proanthocyanidins (OPCs). This class of flavonoids has been proven to inhibit the growth of cancer cells in research conducted at Creighton, Georgetown, and the University of Nebraska. Inhibition of plaque formation on arterial walls (atherosclerosis) is another positive effect attributed to GSE.