



Potassium Iodide for Protection of Body and Peace of Mind

New Roots Herbal has secured potassium iodide in sufficient amounts to respond to the demands of our retailers in the wake of potential radioactive fallout from tsunami-ravaged Japan. Major retailers were sold out of iodine supplements within days of the disaster. Reports of radioactive iodine in land, water, and air samples are still being reported since the March 11th, 2011 disaster.

The thyroid gland requires iodine for the synthesis of hormones that exert control over metabolic function that regulate our overall health. The thyroid cannot differentiate between radioactive and non-radioactive iodine. Stable iodine prophylaxis (saturating the thyroid with iodine), along with sheltering and evacuation, are the



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recognized measures to avoid radioactive iodine contamination. The merits of saturating the thyroid with a safe and stable iodine source were witnessed following the Chernobyl nuclear disaster of 1986. Incidences of thyroid

cancer were significantly lower in Poland, which had an iodine supplementation program in place, as opposed to Russia, Ukraine, and Belarus, where no such programs existed.

Over 1 billion people are at risk world-wide for iodine deficiency. Iodine deficiency is implicated with inflammatory skin disorders, benign cysts of the breast, goiters, thyroid disorders, and birth defects.

Each capsule of New Roots Herbal's Potassium Iodide contains 800 mcg of elemental iodine, the recommended daily allowance of iodine for an adult as stated in the Health Canada monograph. Be mindful not to exceed daily dosage without first consulting a health care practitioner.