



## Eight ingredients with a single goal: the perfect night's rest

Summer 2010 marks the addition of Sleep<sup>8</sup> to the New Roots Herbal product line. Sleep<sup>8</sup> is a broad spectrum formula with eight ingredients that work synergistically with a single goal, a perfect night's rest.

Sleep<sup>8</sup> contains San Qi, a critical nutrient which strengthens the defense mechanisms that allow the cerebral cortex to rest and rejuvenate. San Qi also supports the generation and maintenance of neurons within the cerebral cortex. The cerebral cortex is the part of the brain responsible for memory consolidation that is essential for learning and complex thought processes.

To quell stress and anxiety, Sleep<sup>8</sup> is formulated with several natural herbs including passionflower, hops, catnip, skullcap, and chamomile.

Passionflower extract powder is standardized to 3.5% isovitexin to ensure potency. Passionflower has a long history of use as a pain reliever and sedative, dating back to its use by the ancient Aztecs. The production of gamma-aminobutyric acid (GABA) is believed to be supported by passionflower. GABA suppresses excess brain activity to induce a state of relaxation.

Hops extract, standardized to 5% flavones, has been employed for centuries, dating back to Roman



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times, in the form of teas and pillows to promote sleep. The compounds humulene and lupulone present in hops create substances similar to those found in Valium and Librium, that promote a relaxed state without the risk of developing an addiction.

Skullcap extract is sourced from the native North American perennial that

has been used for the treatment of many nervous disorders, including epilepsy, anxiety, sedative withdrawal, and insomnia.

Chamomile (9% flavonoids) is included for central nervous system support. It is one of the most popular herbs for the management of stress and anxiety. Chamomile in the form of tea is a popular herb for relaxation, and is also effective as a sleep aid when combined with hops as a hops pillow.

We have also included melatonin, a hormone that promotes a balanced circadian rhythm (sleep pattern). Melatonin is produced in the pineal gland within the brain and controls production of the hormones that regulate sleep patterns.

Catnip improves the broad spectrum effectiveness of the formula; it drives cats crazy, yet has the opposite effect on humans, as it calms the nervous system.

Magnesium rounds out the formula in the highly bioavailable bisglycinate form. Magnesium is critical for maintaining the integrity of the fiber (myelin sheath) that insulates the nerves and provides protection for neurons in the brain from over reacting to minor stimuli.

Sleep<sup>8</sup> is suitable, for everyone ranging from those with stress related insomnia to the weary traveller struggling to adjust to a new time zone.

New Roots Herbal also offers the following products to support cognitive function, and help cope with the stressors of modern day living:  
Passionflower, Author! Bravo!, Spirits Glider, Stress Guard, Chill Pills, Melatonin