



Natural Facts

New product announcements, specials and information

August 19th to September 27th, 2013



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**Robust
Antioxidant**
Formula

Building Disease
Resilience

...and other great topics

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Exclusively for Finer Health Food Stores

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



Health Advice

by Philip Rouchotas, MSc, ND and Heidi Fritz, MA, ND



Back to School/Cold and Flu Season



The environment of “back to school” and the onslaught of cooler weather can make for a disastrous combination from the perspective of infection control. Children pick up viruses from their classmates and bring them home to share with the family. Parents’ stressed immune systems are not always up to the task of fending off these bugs, and with the combination of autumn temperature shifts, the results can feel like they are of epidemic proportions. Thankfully, there are reliable natural strategies to help bolster the immune system in preparation for cold and flu season.

Two basic but fundamental nutritional supplements for the immune system need to be a probiotic and vitamin D. Probiotics are thought to interact with the immune cells present in the gut, which creates a cascade effect on the rest of the immune system throughout the body.

Several controlled human trials have demonstrated that probiotics can decrease the incidence of common cold, as well as decrease the severity and duration of symptoms in those who do become ill.^[1] A study in children found that probiotics decreased the occurrence of the cold by 25% compared to placebo, and decreased the number of school days lost to illness.^[2]

Vitamin D is an important supplement, since Canadians are frequently found to have suboptimal or even deficient levels of vitamin D.^[3] Supplementation with vitamin D has been shown to reduce the incidence of the flu in school children by 42% when given at dosages of 1200 IU per day.^[4] You should have your vitamin D level tested by your naturopathic doctor or family physician in order to determine the most appropriate dose for you.



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Voice of the Natural Health Industry
Le voix de l'industrie de la santé naturelle

Member of the



Please Note!

We will be closed on Monday, September 2nd (Labor Day).



Echinacea has been shown to increase the activity of immune cells, including dendritic cells, and decrease the secretion of inflammatory chemicals by the influenza A virus.^[5, 6] In humans, echinacea use has been shown to decrease the overall number of illness episodes and decrease the number of episodes per child by approximately 50%; in addition, echinacea decreased the number of days of fever.^[7] A Lancet meta-analysis of 14 studies found that echinacea reduced the odds of developing the common cold by 58%.^[8]

Another emerging herb with potent antiviral effects is green tea. Supplementation with 378 mg of green-tea catechins during the winter months has been shown to reduce the incidence of the flu among health-care workers.^[9] Another study has shown that green tea supplementation for three months reduced the number of days with cold and flu symptoms by 35%.^[10] Green tea was also shown to increase immune cell activity (T cells).^[10]

References

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Special gift for staff training!

Visit us on October 5th and 6th at CHFA East, at booths P10 and P2. We will have some innovative product demonstrations and great samples to share with you.

Attend our educational seminars hosted by Dr Philip Rouchotas and Dr Heidi Fritz at booth P2, and we'll treat you with a special gift. Our convenient 15-minute seminars allow for some interaction with our experts following their presentations.



R.S.V.P.

Spaces and gifts are limited, so go to newrootsherbal.com/chfa or call us at our toll-free number 1 800 268-9486, ext. 262 or contact Sonia Lamoureux at lamoureux@newrootsherbal.com to confirm your presence.

Feel free to contact your account representative for additional information.

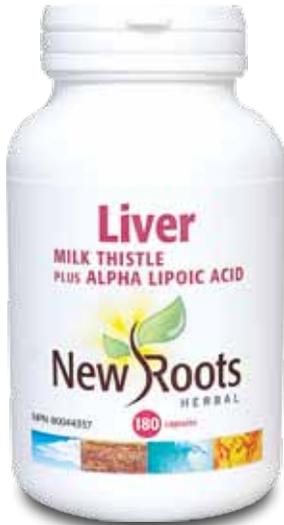
Seminar subjects

- Probiotics & Prostate Perform
- Wild Omega & *Nigella sativa* Oil
- Chill Pills, Sleep⁸ & Ultra B Complex



Charting a Course to Wellness

Recover from Summer with Liver



206-210-859

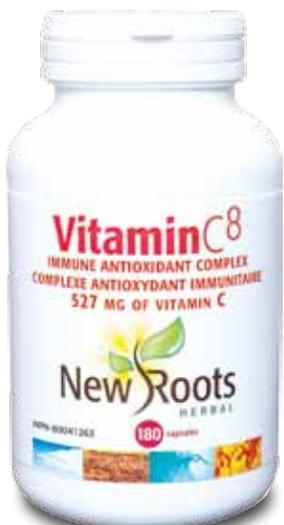
Healthy, vibrant-looking skin not only makes you look great and feel terrific; it also serves as a strong indicator of wellness.

However, the sun-swept look following an active summer often conceals damaged and blemished skin. **Liver** contains proven, effective nutrients and standardized extracts critical for superior hepatic health, to remove toxins from deep within connective tissue, and for epidermal rescue and repair. Even frequent summer BBQs

can be a source of dangerous compounds that add to the liver's seasonal workload.

Liver quenches the demand for the nutrients critical for restoration of optimal liver function and the recovery of worn and weathered skin from within. **Liver** can also serve as an ally for relief from common liver ailments that include gallstones, jaundice, hepatitis, *Candida* overgrowth, depression, headaches, PMS, menopause, and digestive complaints.

Balanced Antioxidant Action



1229-1231-1284

With 8 assisted pathways for the absorption and sustained retention of vitamin C, consider **VitaminC⁸** as spokes in the wheels providing the balance and support essential for excellent health and immune system performance.

Our comprehensive formula delivers seven trace minerals and electrolytes critical for hundreds of enzymatic reactions and metabolic functions, along with helping replenish energy following exercise or exertion. **VitaminC⁸** also boasts an extensive roster of potent antioxidants that include quercetin, rutin, hesperidin, resveratrol, grape seed extract,

cranberry 107x, bilberry extract, and multi-berry extract. A potent green tea extract (75% EGCG) bolsters its antioxidant potential with the equivalent of 3 cups of green tea per capsule.

Naturally sourced bromelain and papain furnish potent proteolytic enzymes to digest complex proteins within the gastrointestinal tract. Bromelain also helps moderate inflammatory symptoms that contribute to joint pain and stiffness. Black pepper, standardized to 95% piperine, enhances the overall bioavailability of our formula.

Let **VitaminC⁸** blaze your trail for the pathway to wellness.

Extensive Approach for Cholesterol Management



1274-1275

There are many causes for hypercholesteremia (elevated cholesterol) and coronary heart disease. **Cho-less-terin** is formulated with nutraceutical extracts standardized to specific marker compounds that protect your cardiovascular health and well-being. Our formula contains the following:

- **Guggul extract** (2.5% guggulsterones) interferes with the farnesoid X receptor within the liver that regulates conversion of LDL cholesterol to bile. This allows the liver to metabolize more harmful cholesterol to bile acids for excretion.
- **Oat fiber** (22% *beta*-glucans) forms a viscous gel that binds to those bile acids; this mechanism allows the body to convert more LDL cholesterol to bile and lower blood serum cholesterol levels.
- A complete range of **plant sterols** compete with harmful LDL cholesterol for intestinal absorption sites and disrupt the process that increases their solubility.
- The robust antioxidant action of a potent **green tea extract** (50% polyphenols) inhibits the oxidation of LDL cholesterol. The oxidation of LDL cholesterol leads to formation of arterial plaque, the leading cause of atherosclerosis (hardening of the arteries).
- **Red yeast rice extract** (1.5% lovastatin) contains the naturally occurring compound known to inhibit hepatic cholesterol synthesis and complete the comprehensive therapeutic benefits of **Cho-less-terin**.

New Representatives



H el ene Le Page, naturopathic doctor

From representative to natural food store owner, staff trainer, and even radio host, H el ene has a large experience background! Well known in the natural food industry, she is happy to be responsible for Qu ebec accounts.



Linda B erub e

Linda has more than 20 years of experience in sales and business development in the consumer goods industry. She has worked in the natural foods industry in Qu ebec and eastern Ontario, and is pleased to be coming back to a territory she has developed for 15 years. She has experience in organizing demonstrations and in-store promotions, as well as in training, merchandising, and developing annual account plans.



Children's Health

The physical foundations of good health in adulthood are determined through optimal nutrition and the influence of other exposures in childhood. Two body systems that undergo a kind of "physical learning" in response to these foundational influences are the nervous system and the immune system.

Neurological Development

The omega-3 fatty acids docosahexanoic acid (DHA) and eicosapentanoic acid (EPA) are needed for optimal development of the brain and nerves.^[1, 2] Many studies have shown that children with higher blood DHA levels perform better on tests of cognitive and visual function.^[2] DHA is an important structural component of the phospholipid cell membranes. Chemically, its double bond means that it is a "bent" rather than a "straight" lipid, and this shape makes the cell membrane more fluid, which is important for cell-to-cell communication.^[3] Nerve cells — in particular the cells of the brain and the retina (eye) — are especially membrane-rich, and indeed studies of DHA supplementation in early life has been shown to improve cognitive and visual function. DHA is particularly important for neural development during the first two years of life.

After the age of two, EPA appears to be the more important omega-3, with a host of its own unique anti-inflammatory and mood-regulating effects.^[4, 5] In particular, EPA, but not DHA, has consistently

been shown in many studies to dramatically improve childhood ADHD as well as other psychiatric conditions.^[5, 6] Therefore, contrary to common perception, it is most appropriate to supplement children over the age of 2 with an oil containing more EPA than DHA. Children who receive EPA for prevention and/or treatment of mood or behavioral concerns may benefit in the long term through avoiding dependence on pharmaceutical medications.

Immunological Development

According to the hygiene hypothesis, early exposure to everyday bugs, such as bacteria and viruses, trains the immune system how to respond effectively to them.^[7] Some suggest that a lack of such early immune stimulation is in part responsible for the prevalence of allergies today, where the immune system is hyper-reactive. Another factor that has been shown to influence immune development is early exposure to antibiotics.^[8] For instance, one study found that the number of times a child used antibiotics from birth to diagnosis was correlated with the risk of developing cow's milk allergy.^[8]

Probiotics, on the other hand, have been shown to modulate immune function in such a way as to calm down hyper-reactivity while naturally boosting the immune response against bugs that cause the common cold and the flu.^[9] Studies have shown that

supplementation of probiotics for six months during the cold seasons prevented kids from getting cold and flu-like illness, and reduced the need for antibiotic medication.^[10]

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L-Theanine

Critical Amino Acid for Relaxation



1786

L-Theanine is an amino acid found in green tea, that was first isolated in 1950 in Japan. It's considered the primary compound in green tea responsible for its calming effects. Its ability to cross the blood-brain barrier is among the many features that allow this compound to induce a state of relaxation while still remaining alert. Once exposed to the brain, it stimulates production of *gamma*-aminobutyric acid (GABA), a chemical produced by the brain that blocks excitatory signals that contribute to stress.

This pathway that L-theanine follows is similar to that of prescription drugs belonging to the benzodiazepine group (i.e. Xanax, Valium), yet free from unwanted side effects and the

risk of addiction. Studies also show L-theanine to increase *alpha* brain wave activity, synonymous with a state of serenity, mental clarity, and the ability to concentrate.

The insulating action that L-theanine has for stress can also shield from dangerous sudden spikes in blood pressure. Lower levels of anxiety and stress will also decrease unnecessary production of the adrenal hormone cortisol, which triggers carbohydrate cravings and accumulation of stubborn belly fat.

Supplementation with New Roots Herbal **L-Theanine** can be a valuable asset to promote relaxation and avoid many stress-related health concerns.

Did You Know?



Feeling Stressed? Relax!

Electroencephalograph studies have proven that L-theanine stimulates brain activity within the *alpha* frequency band. This proves promising for inducing a relaxed state of mind, free from drowsiness. An increase in *alpha* wave activity also can play an important role in mental alertness.

Reference

Nobre, A.C., A. Rao, and G.N. Owen. "L-Theanine, a natural constituent in tea, and its effect on mental state." *Asia Pacific Journal of Clinical Nutrition* Vol. 17 Suppl. 1 (2008):167-168.



Carrot Cake

Ingredients:

- 2 cups all-purpose flour
 - 2 tsp. baking soda
 - 1 tsp. baking powder
 - 1½ tsp. ground cinnamon
 - 1 tsp. nutmeg
 - 1 tsp. ground cloves
 - 2 tsp. pureed ginger
 - 1 tsp. vanilla
 - 1 cup sugar
 - ¼ cup Stevia Sugar
 - 1 cup Red Palm Fruit Oil (liquid*)
 - 4 eggs
 - 2 cups grated carrots
 - 1 box (398 ml) crushed pineapples, drained
 - ¾ cup walnuts
- * If your oil is a thick paste, you can microwave it for a few seconds to make it liquid again.

Icing:

- 1 jar (250 g) mascarpone cheese, ambient temperature
- 1 jar (250 g) creme cheese
- ½ cup unsalted butter, softened
- 2½ cups icing sugar

continue beating until the mixture is smooth and homogeneous. With a wooden spoon, add the pineapple, carrots, and ginger.

- Stir in flour mixture. Pour into molds.
- Bake about 45 minutes or until an inserted toothpick comes out clean.
- Let cool.

Icing Preparation:

- Whisk all ingredients together until everything is smooth. Spread over cooled cake.

Cake Preparation:

- Adjust oven rack to center position and preheat oven to 350 °F (175 °C).
- Butter and lightly flour a 10-cup (2.5 L) tube pan (Bundt-type) or two 10-inch round pans.
- In a skillet, toast the walnuts to bring out their full flavor. Keep aside.
- In a bowl, combine flour, baking powder, baking soda, and dry spices.
- In another bowl, whisk together oil and sugar with electric mixer. Add eggs one at a time and

Robust Antioxidant Formula



1428

Our premium antioxidant formula features five specific ingredients that focus on elevating immune response and maximizing the body's antioxidant network for increased resistance to colds, flu, infection, and age-related degenerative diseases.

A potent extract of astragalus standardized to 3% astragalosides forms the

foundation of **AgeLessTelomeres**. These astragalosides activate killer T cells that destroy bacteria and viruses, as well as help protect delicate DNA from harmful free radicals.

N-Acetylcysteine equips the body with the amino acid critical for the body to produce glutathione, the body's principal cellular antioxidant. NAC has been proven in clinical trials to be a pivotal nutrient for respiratory well-being and immunity. Its benefits are further amplified over winter months for both resistance to cold and flu, and rapid recovery from illnesses.

AgeLessTelomeres contains three additional nutrients that work synergistically to strengthen its therapeutic might. *R*(+) *alpha*-lipoic acid is the superior form of the antioxidant that is both water- and fat-soluble; it crosses the blood-

brain barrier to protect the brain from oxidative stress. In addition to being a potent antioxidant, its ability to regenerate other ingredients in the formula, such as vitamins E and C or glutathione, galvanize the strength of **AgeLessTelomeres**. *D-alpha*-Tocopherol is the form of vitamin E that stabilizes cell membranes to protect them from oxidative stress and also contributes to neurological, cardiac, and immune-system function. The inclusion of vitamin C provides additional antioxidant protection by means of regenerating cycles of vitamin E and glutathione production.

AgeLessTelomeres will help you enjoy a vigorous lifestyle with fewer illnesses and physical restrictions of age-related degenerative diseases that can compromise quality of life.

Did You Know?



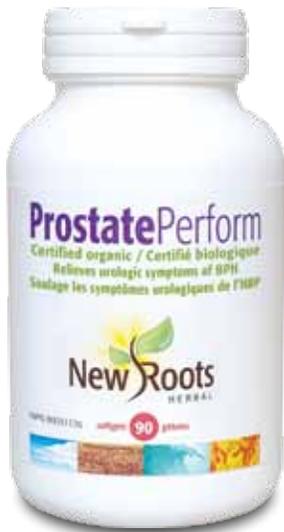
Type 3 Diabetes?

According to research studies conducted by Dr Suzanne DeLaMonte of Brown University Medical School, those with type 2 diabetes have a 2 to 3 times higher risk of Alzheimer's, cognitive impairment, or dementia. Dr DeLaMonte coined the term "Type 3 diabetes" following the discovery of insulin resistance in the brains of Alzheimer's patients discovered during autopsy. Insulin resistance within the brain can lead to formation of sticky amyloid (insoluble fibrous protein) plaques that accumulate and disrupt cell-to-cell signaling (synapses) critical for learning, memory recall, and overall cognitive function.



Building Disease Resilience

Don't Hesitate With the Health of Your Prostate



256-890-891

Two softgels contain:

Free plant sterols, certified NON-GMO	350 mg
Wild-crafted saw palmetto oil extract (95% fatty acids)	320 mg
Pygeum (<i>Pygeum africanum</i>) (12% phytosterols)	100 mg
Stinging nettle extract (<i>Urtica dioica</i>) (1% silicic acid)	240 mg
Rye flower pollen extract	92 mg
Zinc (from zinc citrate)	32 mg
Tomato extract (<i>Solanum lycopersicum</i>) (5% lycopene)	24 mg
Selenium (selenomethionine)	100 mcg
Certified organic borage oil (<i>Borago officinalis</i>)	200 mg
Cranberry 107x (<i>Vaccinium macrocarpon</i>)	100 mg
Vitamin B ₆ (pyridoxine hydrochloride)	100 mg
L-Alanine	100 mg
L-Glutamic acid hydrochloride	100 mg
L-Glycine	100 mg
Pau d'arco	50 mg

Statistics may vary; however, the Canadian Urological Association estimates that half of all men over 50 have symptoms of benign prostate hyperplasia (BPH). Medical strategies are threefold and include watchful waiting, prescription medication, and surgery. Unfortunately, it seems as if watchful waiting is all too popular an approach. In an American study, 77% of men with mild symptoms of BPH were given no treatment.^[1]

The relatively slow progression of BPH leaves many men accepting the symptoms of frequent urination — including disruptive sleep interruptions, straining to initiate urination, and difficulty with complete voiding of the bladder — as a normal consequence of aging. This resembles the gradual onset of age-related presbyopia, and the reluctance to visit an ophthalmologist in the hope your arms will continue to grow longer to compensate for focal distance.

A Natural Alternative

ProstatePerform can significantly improve quality of life with an innovative, nutraceutical-based formula that actively inhibits the conversion of testosterone to harmful dihydrotestosterone (DHT), the major cause of prostate enlargement. Our comprehensive formula also contains naturally sourced

nutrients that benefit the health of the entire urogenital tract.

Fast, Safe and Effective Long-Term Management of BPH

Unlike treatment for health concerns that can take months to observe quantifiable results with lengthy waits for analytical tests, **ProstatePerform** can deliver relief from the many symptoms of BPH within 7 to 10 days. Long-term safety outcomes have also made **ProstatePerform** the product of choice for thousands of Canadian men for the past 10 years.



Reference

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Bones “Under Construction”



296-297-950



1721-1722-1723

Bones are living tissue with an extensive résumé of metabolic responsibilities, above and beyond their role of providing support, protection, and points of attachment for movement. With this in mind, we formulated **StrongBones** with the most bioavailable premium source of calcium, microcrystalline hydroxyapatite (MCHA), along with an additional 21 nutrients and critical cofactors essential for superior skeletal health.

Bones are dynamic organs undergoing a constant two-part process called remodeling. This process involves the breakdown and resorption of old bone tissue by specialized cells called osteoclasts, and the generation of new healthy bone mass by osteoblasts. **StrongBones** contains highly bioavailable magnesium bisglycinate, vitamin D₃, and the amino acid L-lysine, to initiate and maximize calcium absorption. Our formula has two premium forms of vitamin K₂ (menaquinone-4 and menaquinone-7) that inhibit bone resorption, along

with specific nutrients such as green tea extract and lycopene, to stimulate and protect osteoblasts for vigorous bone growth and mineralization. Trace elements, including copper, zinc, manganese, and vitamin C, also fuel collagen formation for strong, flexible bones and connective tissue.

StrongBones delivers nine additional ingredients that exert a collective effect of calcium absorption and retention, and formation of a strong skeletal system for superior health and freedom from the devastating effects of osteoporosis.

Bones and Boron

Health Canada has pinpointed two studies (see references) alluding to the estrogenic effects of boron. Amid concerns and inquiries regarding the mandatory label text relevant to estrogen-dependant diseases, New Roots Herbal now offers **StrongBones (boron-free)**. We're confident there's now a **StrongBones** suitable for everyone.



References

1. Nielsen, F.H., et al. "Boron enhances and mimics some effects of estrogen therapy in postmenopausal women." *Journal of Trace Elements in Experimental Medicine* Vol. 5 No. 4 (1992): 237–246.
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The perfect balance of



Look no further for the highest potency omega-3 in Canada.

- Provides the perfect balance of EPA (660 mg) and DHA (330 mg), the two most important omega-3 fatty acids to help support cardiovascular health and improve your mood.
- Studies show omega-3s help reduce inflammation and improve symptoms of arthritis, bowel problems, lupus, asthma, and neurodegenerative disorders.

For more information, visit www.newrootsherbal.com/store



- Our in-house laboratory has the most advanced instruments in North America for natural health products
- Highly skilled staff (2 PhDs, 3 MScs and 4 BScs)
- Exceeds government testing requirements

