

Natural FACTS

October 15 - November 30 2007

Natural Beauty Inside and Out

How a healthy
liver can give you
beautiful skin
- in 30 days!

Are you getting the
strongest, smartest and
most effective vitamin C
formula available?

Chill Pills

A natural way to relieve stress
and cope with depression

[Co-Enzyme Q10 - A powerful antioxidant]



Why you should be wild about our omega 3s.



WILD OMEGA 3 600:300

A SUPERIOR SOURCE OF OMEGA 3 FATTY ACIDS - ESSENTIAL FATS THE BODY NEEDS AS MUCH AS IT NEEDS VITAMINS.

EACH SOFTGEL CONTAINS:

Eicosapentaenoic Acid (EPA; 20:5 n-3).....	600 mg
Docosahexaenoic Acid (DHA; 22:6 n-3).....	300 mg
Other Omega-3s.....	105 mg
Total Omega-3 Fatty Acids.....	1005 mg

Sourced from wild deep sea fish oil: Sardina Pilchardus (sardine) (whole) and Engraulis Encrasicolus (anchovy) (whole). Our WILD OMEGA 3 oils are pharmaceutical grade, molecularly distilled and laboratory tested for heavy metals, PCB's, pesticides and impurities.

NON-MEDICINAL INGREDIENTS:

Vitamin E (d'Alpha Tocopherol)..... .5 I.U.

In a softgel made from gelatin, glycerin and purified water.

ADULT DOSAGE:

You only have to take 1 softgel twice daily with meals, or as directed by your health professional.

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PREVENTION & CURE

Co-Enzyme Q10

A powerful antioxidant

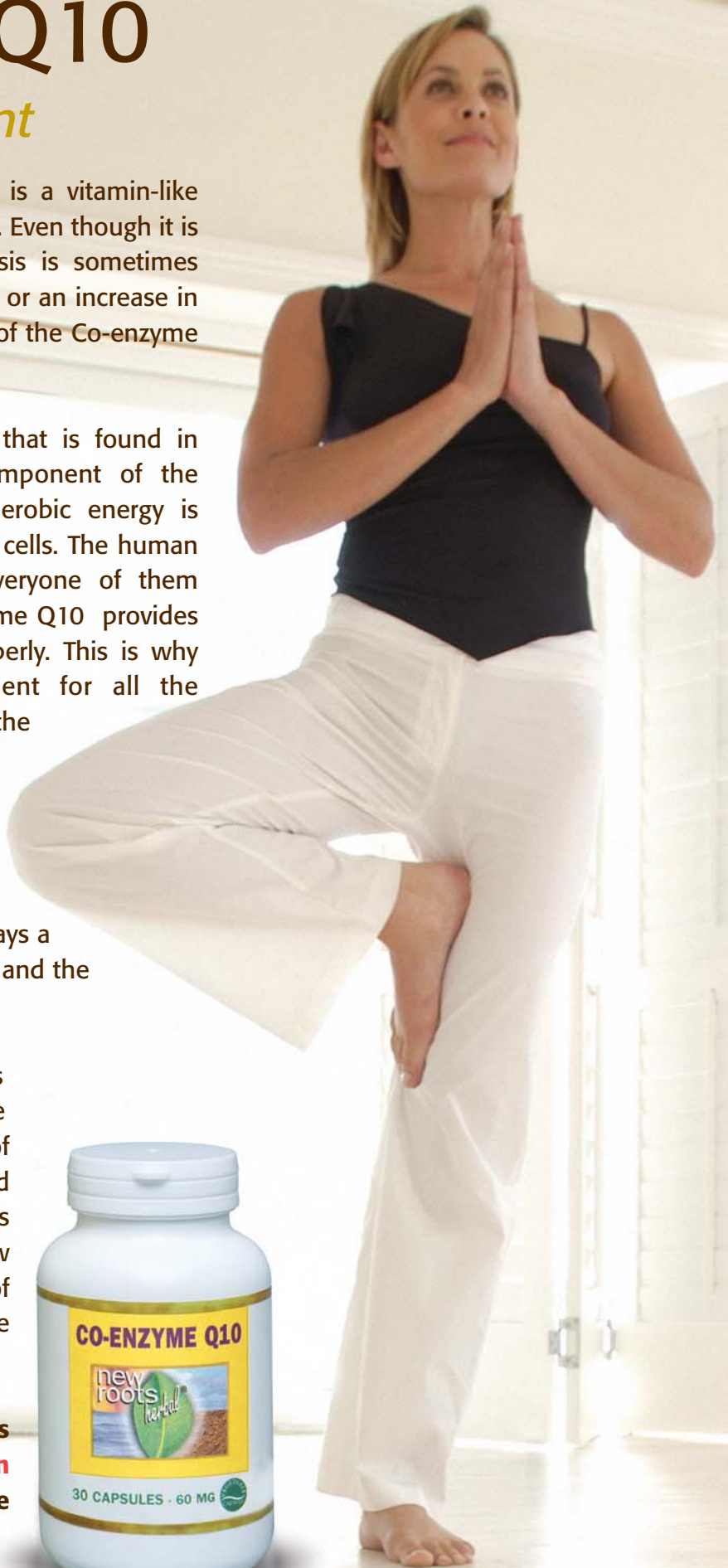
Co-enzyme Q10, also called Ubiquinone, is a vitamin-like substance that occurs naturally in the body. Even though it is synthesized within the body, the synthesis is sometimes impaired due to diet, a genetic defect, age or an increase in tissue needs. This may cause a deficiency of the Co-enzyme to appear.

Co-enzyme Q10 is the only co-enzyme that is found in human tissues. It is an essential component of the mitochondrial respiratory chain where aerobic energy is produced. The mitochondria is part of the cells. The human body is formed of millions of cells, everyone of them performs different vital functions. Co-enzyme Q10 provides the energy your cells need to work properly. This is why Co-enzyme Q10 is an essential nutrient for all the tissues and organs in our body, especially the ones that support higher volumes of work as the liver, heart and muscle tissues.

Co-enzyme Q10 is considered to be a powerful antioxidant essential everytime the body makes physical efforts. It also plays a very important role in the immune system and the aging process.

Individuals with cardiovascular diseases (including hypertension, angina, congestive and heart failure) often have a deficiency of Co-enzyme Q10 and require an increased level in their tissue. Studies with patients suffering from stable angina pectoris, show that supplying them with 150 mg a day of Co-enzyme Q10 for 4 weeks reduced the frequency of angina attacks by 53%.

New Roots Herbal's CO-ENZYME Q10 is the natural fermented quality from Japan that is chemically identical to the Co-enzyme Q10 produced in the body.



Vitamin C⁸

Not all vitamin C products are created equal.



For your body to truly get all the benefits of vitamin C it needs to get it from more than one source.

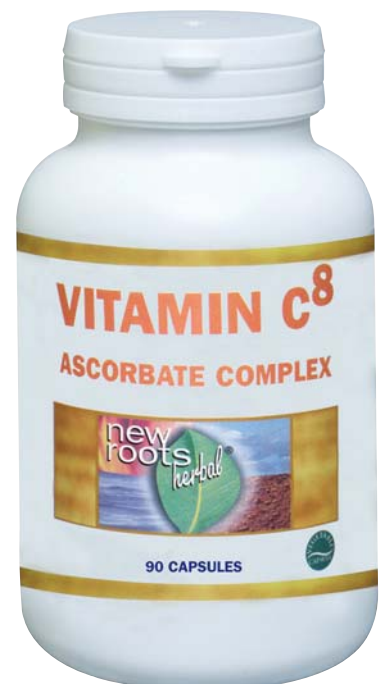
New Roots Herbal's VITAMIN C⁸ offers the most advanced formula with 8 forms of vitamin C to ensure your body absorbs the vitamin C it needs.

New Roots Herbal's Vitamin C⁸ is formulated to keep your body nourished with minerals in their proper ratios. Mineral ascorbates are commonly recommended for people who experience gastrointestinal problems (upset stomach) with regular Vitamin C. Vitamin C⁸ contains calcium, potassium, zinc, manganese, selenium, magnesium and sodium mineral ascorbates with ascorbyl palmitate, the oil soluble form of vitamin C. It also contains green tea 75% EGCG and other powerful antioxidants.

VITAMIN C⁸ enhances your immune strength, provides a good source of electrolytes and replenishes your energy before and after workouts. Plus, it offers the added benefits of 3 cups worth of green tea per capsule!

VITAMIN C⁸ contains the most absorbable and longest lasting vitamin C (after 24 hours in the blood). New Roots Herbal's VITAMIN C⁸ is the strongest, smartest and most effective vitamin C formula available.

Get VITAMIN C⁸ and get more out of your vitamin C!



Natural Beauty, Inside and Out

*How a healthy liver can give you
beautiful skin - in 30 days!*



With the stress of modern living and the constant exposure to chemicals and denatured food, detoxifying the body becomes a necessary means to good health. One of the most important organs to detoxify is the liver, since it is the body's primary organ for detoxification and blood purification.

Your skin is the largest organ of your body that also eliminates toxins through connective tissue made up of sugar-protein complexes. This tissue can bind certain toxic substances very tightly; some of these can stay in the body for up to 25 years. The liver holds a hierarchy in the detoxification system, with the liver seen as the general of this army. It detoxifies most of the environmental toxins, even the ones we inhale and almost all the ones we eat. Since the skin is such a major organ of elimination, reducing the amount of waste expelled through the skin by supporting the liver is highly recommended for those who suffer from skin problems.

Good health and a good complexion are based on what is going on inside your body - particularly in the liver. When the liver is overworked it becomes increasingly difficult for it to store toxins which leads to excess waste being released through the skin, causing blemishes, acne, eczema or, the worst case, jaundice to develop.

Ingredients in New Roots Herbal's LIVER formula:

Milk Thistle - 80% Silymarin Extract

Milk thistle contains silymarin, which helps increase the liver's ability to detoxify a wide range of hormones, drugs and chemicals. Evidence exists that milk thistle is hepatoprotective through a number of mechanisms: antioxidant activity, toxin blockade at the membrane level, enhanced protein synthesis, antifibrotic activity, and possible anti-inflammatory or immunomodulating effects. Silymarin also prevents liver damage and encourages the growth of new liver cells, replacing old damaged ones, making silymarin one of the most potent liver protecting substances known. Milk thistle's liver-supporting properties make it a natural choice for skin health.

Alpha Lipoic Acid

Alpha Lipoic Acid relieves stress on the liver and helps the body rid itself of harmful substances. Studies indicate that Alpha Lipoic Acid may just be one of the most important antioxidants available. Alpha lipoic acid may very well join the ranks of vitamins C and E as part of your first-line of defense against free radicals. Alpha Lipoic Acid is important for growth, helps to prevent cell damage and is a remarkable aid to the liver.

Black Radish Root

Black radish is one of the best herbs to use during active

detoxification of the liver as it increases the flow of bile and aids in the digestion process. Also, Black radish is an excellent antioxidant.

Beet Root

Beets are extremely valuable for liver and blood cleansing. They are also one of the most valuable foods for women's health concerns involving the liver, such as menopause and PMS.

Dandelion 3% Flavonoids Extract

Dandelion eases the congestion of the liver by promoting the flow of bile. It is particularly useful in the treatment of bile duct inflammation, hepatitis, gallstones and jaundice.

Artichoke 5% Cynarin Extract

Similar to milk thistle, artichoke protects the liver from toxins and poisons, increases bile, and helps to regenerate liver cells.

Curcumin 95% Curcuminoids Extract

Curcumin can effectively inhibit the free radical induced lipid peroxidation and protein oxidative damage of liver mitochondria. In liver cancer cells, curcumin has been shown to inhibit cell growth and to trigger apoptosis (programmed cell death). Curcumin helps to increase bile by over 100%, helping to protect the liver from alcohol abuse, chemicals and other toxins.

Natural Beauty - Inside and Out

Detoxifying your liver will not only give you noticeably healthy, glowing skin free from blemishes, spots and dryness, it will also increase your energy and stamina and relieve stress and allergies. New Roots Herbal's LIVER formula increases the liver's ability to detoxify and offers the perfect protection for smokers, people who drink alcohol and people who live or work in areas of high pollution.

If you experience frequent problems with your complexion, the answer may be your liver's inability to efficiently eliminate toxins from your body. In order to achieve healthy, glowing skin it is important to keep your liver functioning at its best and ensure your body is constantly in "cleansing mode."

A smooth, glowing complexion is a reflection of inner health and natural beauty. You can achieve amazing results - without the use of costly skin treatments, skin products or makeup - in just 30 days! Try New Roots Herbal's LIVER formula and start feeling good, inside and out.



"Good health and a good complexion are based on what is going on inside your body - particularly in the liver."



Chill Pills

A natural way to relieve stress and cope with depression



In today's fast-paced world stress is everywhere; home, work, school and even at play. If you're like most people today, you have a lot on your plate and are faced with a wealth of daily stressors like being stuck in traffic, deadlines and pressure at work, as well as conflicts with friends or family members. Stress is your body's response to the demands of daily life that exceed your ability to cope successfully. Stress can be overwhelming and may lead to a burnout or the onset of more serious mental health problems like anxiety or depression.

Depression is a common mental disorder that often accompanies stress and affects twice as many women as men. It is important to identify the underlying causes that lead to depression. You may believe that those feelings of depression you experience are simply related to situational factors like stress at work or the loss of a loved one, but there are other factors that may increase your risk for depression. For example, cases of depression have been linked to environmental factors, such as inhalation of fumes given off by paint or cigarette smoke. Other underlying causes of depression include a deficiency of vitamins, minerals or essential fatty acids (nutritional) and an imbalance of neurotransmitters or hormone imbalance (physiological).

Symptoms of Depression

- Sad, anxious or flat mood
- Loss of interest or pleasure in activities that were once enjoyable
- Feelings of guilt or low self-worth
- Insomnia or increased sleep
- Poor appetite and significant weight loss, or increased appetite and significant weight gain
- Fatigue or lack of energy
- Trouble concentrating, remembering or making decisions
- Recurrent thoughts of death or suicide

These problems can become chronic or recurrent and lead to considerable impairments in an individual's ability to cope with daily responsibilities.

Stress and Illness

Recent evidence supports the idea that not only does physical illness cause stress, but stress may bring on or worsen certain symptoms or diseases. When a person is scared their blood pressure and pulse increase. Many people experience diarrhea when confronted with the stress of an important test or presentation. Stress can also lead to common symptoms like headache, chest pain, or even backache.

“Emotional health is just as important as physical health which is why it is crucial to find ways to deal with the daily stressors in your life.”

During stressful times, your body produces an excess amount of cortisol at the cost of other beneficial hormones like dihydroepiandrosterone (DHEA) and testosterone. Both DHEA and testosterone are needed to maintain and grow muscle tissue. Without muscle, fat cannot be burned. The longer you maintain a stress response, the more body fat you accumulate - especially in the abdominal cavity. Cortisol also alters immune system responses and suppresses the digestive system, the reproductive system and overall growth processes.

Alpha Waves for Mental Resourcefulness

Those great ideas that "just come to you" are all thanks to a sudden burst of Alpha waves. Healthy Alpha wave production promotes mental resourcefulness, helping with decision making and problem solving. Alpha brain waves enable you to act promptly and efficiently to accomplish whatever task is at hand, and also allow you to make a smooth transition from one task to another - like good time management skills when dealing with a large workload.

Alpha waves control your stress levels and create synchronous, coherent and constructive brain activity by releasing serotonin (regulates mood), dopamine (acts as a neurotransmitter), and endorphins (produce a sense of well-being) in the brain and body. Low Alpha wave activity has been shown in individuals suffering from depression, stress and anxiety.

Alpha waves are often associated with states of relaxation and peacefulness. Recent evidence indicates that activities, like meditation, that promote Alpha wave activity provide positive health benefits due to their calming effects on the body.

Natural ingredients to help cope with anxiety and depression through the production of Alpha waves

L-Theanine

L-Theanine is a free form amino acid that has been clinically proven to reduce stress and improve your quality of sleep. Studies suggest that L-Theanine increases the brain's production of alpha waves creating a relaxed state of mind similar to meditation. L-Theanine also regulates the production of serotonin and dopamine, improving relaxation, mental focus and alertness.

Rhodiola 5% P.E. (Rosvins)

Rhodiola is an adaptogen that can help boost resistance to physical stresses and the illnesses that commonly follow an immune-system suppression as well as high blood pressure and heart disease. Helping to calm an overactive stress response system and replenish depleted energy reserves, Rhodiola improves both physical and mental performance and enhances the body's ability to tolerate stress. Rhodiola stimulates healthy Serotonin, Norepinephrine and Dopamine neurotransmitter production (Alpha waves).

Passion Flower 3.5 % (Isouitexin)

Passion Flower is commonly used to reduce overactive behaviors including restlessness, nervousness and mild anxiety. Passion Flower is a strong relaxant and calmative that does not cause a sedative side-effect. It also tones and restores the central nervous system.

Magnolia 1.5% (Honokiol) and Phellodendron 0.1% (Berberine)

Recent research has shown that Magnolia possesses certain antidepressant properties. Magnolia and Phellodendron extracts help to support normal levels of cortisol and DHEA which helps to manage stress. Magnolia and Phellodendron



bind to stress receptors in the nervous system to promote relaxation and feelings of well being, while ignoring receptors associated with sedation.

Astragalus 16% P.E.

Astragalus is closely related to adaptogens, but should technically be in a category of its own. Astragalus is effective in preventing metabolic dysfunction in people subjected to severe noise stress (traffic, construction areas, open plan offices, loud parties, etc.).

Ashwagandha Root 2.5% P.E.

Ashwagandha has been used by Ayurvedic practitioners for over 3000 years as a mood-stabilizer and to support healthy immune system function. Ashwagandha, also known as "Winter Cherry," improves the body's ability to maintain physical effort and adapt to various types of stress.

Royal Jelly 6% - 10 HAD

Royal Jelly is considered by many to be a potent antioxidant. Produced in the beehive for the nourishment of the queen bee, it is a complex substance that cannot be recreated synthetically by man. Royal Jelly is a very rich source of proteins and contains eight essential amino acids, important fatty acids, sugars, sterols and phosphorous compounds as well as acetylcholine. Acetylcholine is needed to transmit nerve messages from cell to cell. Research shows that Royal Jelly also alleviates anxiety, sleeplessness, moodiness and memory loss, while strengthening the immune system and increasing energy levels. When examining its numerous properties and considering the source of its documented benefits, many conclude that its high amino acid content is what makes it such a special and rejuvenating substance.

Avena Sativa 10:1 P.E.

Avena Sativa (oats) is rich in body-building nutrients including silicon, manganese, zinc, calcium, phosphorus and Vitamins A, B1, B2 and E. In cases of sexual problems related to stress and anxiety, Avena Sativa and its compounds work as nervine relaxants to ease tension, strengthen and support the nervous

CHILL PILLS are useful for:

- **Eliminating road rage**
CHILL PILLS are non-drowsy so your mind is relaxed and alert.
- **Preparing for a presentation**
CHILL PILLS have a calming effect for decision process.
- **Juggling a huge workload**
CHILL PILLS boost resistance to stressful conditions.
- **Anxiety/Nervousness**
CHILL PILLS relax the central nervous system.

"The ingredients in CHILL PILLS act as a natural anti-depressant - without any of the side effects common to prescription drugs."

system and as a tonic to promote energy to handle the stress. This helps reduce over-excitability and facilitates better sexual performance.

The Role of B Vitamins in the Prevention of Stress

Physically stressful conditions can deplete the body of B vitamins. Many people today do not realize that stress and anxiety are often the result of an acute deficiency of B vitamins. A deficiency of B vitamins causes over-tiredness that can increase stress levels and feelings related to depression.

Complexes of B vitamins play essential roles in chemical processes throughout the brain and body. B vitamins are particularly important for the nervous system and are also vital for good digestive function and enzyme reactions that control energy, circulation, hormones and overall health. Their actions are interdependent; so for greatest efficiency the complex should be taken together

Supplementing your diet with a B vitamin complex can have a positive impact on important neurotransmitters in the brain, such as serotonin and dopamine, to relieve stress and boost energy levels.

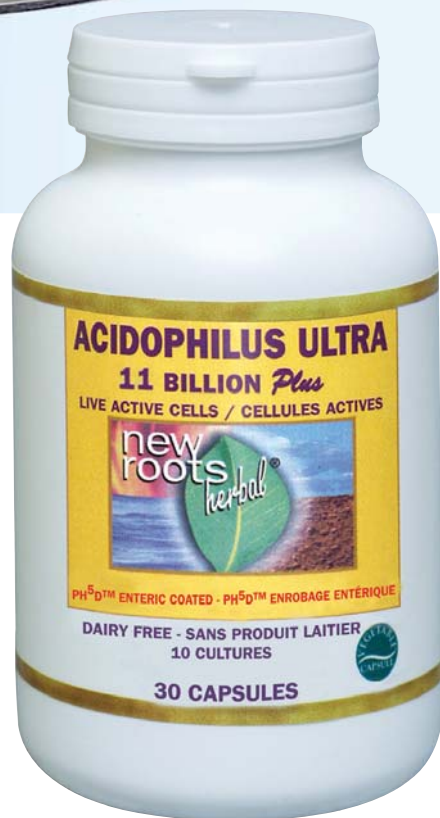
All of these ingredients, and more, are found in New Roots Herbal's CHILL PILLS. Together, the ingredients in CHILL PILLS act as a natural anti-depressant and provide your body with everything it needs to relieve stress - without any of the side effects common to prescription drugs.

Emotional health is just as important as physical health which is why it is crucial to find ways to deal with the daily stressors in your life. CHILL PILLS offer a natural way to brighten your mood, make you feel good and, most importantly, relieve stress. With all the decisions required these days, CHILL PILLS can relieve the pressure of everyday life. Try CHILL PILLS and start facing the day with a smile!





Why you don't have to spoon 22 probiotic yogurts to reap the benefits.



ACIDOPHILUS ULTRA

DELIVERS MORE THAN 22 50-BILLION STRENGTH YOGURTS IN JUST ONE CAPSULE.

RESEARCH SHOWS: Stomach acids can destroy up to 99% of probiotics before they reach your small intestine. Probiotics that don't reach the intestine do not deliver benefits. **PH⁵D** enteric coating ensures all 11 billion beneficial cells reach your intestines alive making ACIDOPHILUS ULTRA 100 times stronger than ordinary probiotic capsules, tablets or yogurts that are destroyed.

The leading world experts in probiotics researched and developed ACIDOPHILUS ULTRA's 10 special complimentary probiotics. **Results: increased multiple health benefits.** ACIDOPHILUS ULTRA is a unique formulation of 10 exclusive, scientifically proven, documented probiotic cultures. ACIDOPHILUS ULTRA cleans, protects, aids in protein digestion, stimulates the immune system and completely replenishes your gastro-intestinal system. Knowing all that, it's hard to imagine a reason why you're not taking it.

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PREVENTION & CURE