



# Natural Facts

*New Product Announcements, Specials, and Information*

March 3rd to April 11th, 2014



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**Children's Health**

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**Children's Line**

Health Advice:  
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Relief from  
Airborne **Allergens**

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...and other great topics

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

**Exclusively for Finer Health Food Stores**



## Children's Health: Focus, Memory, and Concentration

Today, the prevalence of Attention Deficit Disorder (ADD) and Attention-Deficit/Hyperactivity Disorder (ADHD) has reached epidemic proportions. Traditionally, ADHD has been thought to affect between 3% and 7% of children; however, a recent (2013) publication showed that the actual rate may be up to 15% among school aged children in grades 1–5, and this may be representative of prevalence throughout the United States.<sup>[1]</sup> Doubtless, this picture is similar in Canada. A prevalence rate of 15% is equivalent to approximately one in seven children – truly a massive number, given that this was almost unheard of just a generation ago.

According to the *Diagnostic and Statistical Manual of Mental Disorders*, 4th edition (DSM-IV), ADHD is defined as a “persistent pattern of inattention and/or hyperactivity-

impulsivity that is more frequently displayed and is more severe than is typically observed in individuals at comparable level of development”.<sup>[2]</sup> ADHD can be classified into one of three subtypes: predominantly inattentive, predominantly hyperactivity-impulsive, and combined.<sup>[3]</sup> The disorder is thought to be due to an inability of the brain to control behaviour, in the impulsive subtype. The impact of ADHD on children is far-reaching, impacting not only academic performance and family relationships, but often resulting in substantial internal frustration, and impeding socialization in children’s abilities to develop relationships with their peers.



3405, F.-X.-Tessier street  
Vaudreuil-Dorion, QC  
J7V 5V5  
800 268-9486  
newrootsherbal.com

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

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One of the most important natural agents in the context of ADHD, or in fact for cognitive function in general, is omega-3 fatty acids. In particular, the marine-derived omega-3 fatty acid eicosapentaenoic acid (EPA) is critical for brain health, including roles in mood and cognition.<sup>[4]</sup> Studies have shown that EPA-rich omega-3 supplements can reduce ADHD traits, and even reverse criteria for the diagnosis of ADHD in a considerable percentage of children.<sup>[5]</sup> A 2011 systematic review and meta-analysis included data from 10 trials of 660 children.<sup>[4]</sup> Collectively, the data showed that there was a significant difference with omega-3 fatty acid treatment, and that higher doses of EPA within the omega-3 fatty acids supplements were significantly associated with increased efficacy in treating ADHD symptoms.<sup>[4]</sup> Studies show that a good dose of EPA for children is between 400 mg and 600 mg per day.

Eicosapentaenoic acid (EPA) is thought to act as a strong

anti-inflammatory agent within the brain. In the cell membrane, EPA competes with arachidonic acid for enzyme conversion to specific cytokines. Arachidonic acid is converted to proinflammatory chemicals such as prostaglandin E<sub>2</sub> (PGE<sub>2</sub>), while EPA is converted to anti-inflammatory chemicals such as PGE<sub>3</sub>. When enzymes such as cyclooxygenase-2 (COX-2) come along, they find EPA instead of arachidonic acid, thereby there are more anti-inflammatory chemicals created. EPA may also help modulate signal transmission between brain cells.

Finally, in addition to a high-EPA fish oil, other important strategies for ADHD include a good-quality multivitamin and vitamin D, another important nutrient in brain health and cognition. Dietary strategies include the removal of refined sugar, food dyes, and any food sensitivities from the diet. For such complex strategies, referral to a naturopathic doctor is appropriate and should be considered.

## CHFA West

We're excited to renew old acquaintances and meet many of you for the first time this spring at CHFA West. Due to their popularity last year, Dr. Heidi Fritz and Dr. Philip Rouchotas will join us for a series of convenient 15-minute education sessions throughout the weekend. They're formatted to equip sales staff and management alike with product knowledge to improve sales in a fast-paced retail setting. These sessions will take place in the casual atmosphere of our own booths and will be open to everyone. They'll emphasize the diverse therapeutic applications of our top formulations.

We'll also feature product demos and complimentary samples of several of our popular products.

Contact the account representative in your territory for additional information.

See you there!

Visit us at booths #821 & #921.



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## Building Brains: Fuel for Thought



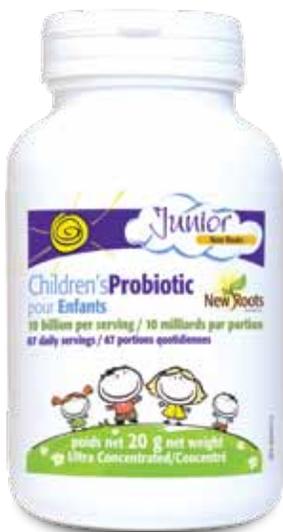
1856

New Roots Herbal is excited to launch our **Children's Omega-3** in a chewable softgel. Our sugar-free, stevia-sweetened softgel has a natural subtle lemon flavour kids of all ages will love.

Each softgel delivers a well-balanced 2:1 ratio of 100 mg of eicosapentaenoic acid (EPA) to 50 mg docosahexaenoic acid (DHA), the critical fatty acids instrumental in childhood growth and development. Softgels are the ideal form of delivery for fish oil as they provide protection from oxidation. Omega-3 fatty acids fuel brain function crucial for learning and behavioral development, nervous system integrity, and nourishment for healthy eyes. They also establish the network of blood vessels that lay the foundation for a lifetime of cardiovascular well-being.

The benefits of omega-3 supplementation for children have been shown in many studies, including one published in the *Journal of Developmental and Behavioral Pediatrics* that displayed improvements in learning and behavior for children with ADHD. Systemic reviews of multiple trials have also shown that EPA-to-DHA ratios of 2:1 are effective for ADHD symptoms including mental focus, memory, and concentration. Omega-3 fatty acids are essential for nerve cell synapses; a deficiency can lead to many cognitive deficiencies. Nourishing the brain with our premium **Children's Omega-3** softgels can also serve as a healthy alternative to prescription stimulants (methylphenidate) for the establishment of healthy childhood cognitive development.

## Probiotic Youth Movement



1821

**Children's Probiotic** will be available this month for great health from infancy to adolescence. In convenient, powdered form for diversified dosage, each portion contains 10 billion CFUs of 12 specific probiotic species.

Our **Children's Probiotic** contains over 2.5 billion CFUs of three *Bifidobacterium* species: *B. infantis*, *B. longum*, and *B. breve*. These pioneer

probiotics are among the first to colonize the infant intestinal tract. They strengthen the immune system, reduce the incidence of diarrhea, and maximize nutrient assimilation.

Eight specific *Lactobacillus* species further populate the intestines for enhanced immunity, vitamin synthesis, lactose tolerance, and keeping pathogenic microorganisms in check.

## B&B Muffins

Our banana muffins are a healthy source of energy for an active lifestyle.

### Ingredients:

- 1 ¾ cups whole-wheat flour
- ¾ cup brown sugar (or ½ cup with 2 tbsp. Stevia Sugar Spoonable)
- 1 tsp. cinnamon
- 2 tsp. baking powder
- 1 tsp. baking soda
- ½ tsp. salt
- 1 tbsp. ground flax
- 1 tbsp. hemp protein powder
- ⅓ cup Red Palm Fruit Oil
- 2 eggs lightly beaten
- 3 ripe bananas thinly sliced (ripe bananas can be peeled and frozen for later use)
- 1 cup fresh or frozen or organic blueberries

### Directions:

Mix dry ingredients, then whisk together with oil, bananas, and eggs. Fold in blueberries with a spatula. Fill muffin pan.

Preheat oven to 350 °F. Bake for 14 minutes.

Enjoy!



## Choose to Care



### Did you know that according to Hunger Count in 2013:

- 36.4% of those turning to food banks are children and youth
- 4.3% of adults helped are over age 65<sup>[1]</sup>

Since 1989, Food Banks Canada has been working very hard to assist almost 850,000 Canadians each month to fight hunger. New Roots Herbal's sense of community and the realization of the important role Food Banks Canada plays daily have encouraged the company to help this charity. Our Choose to Care program donated \$40,815 over the past four years to support the mission of Food Banks Canada. And with all your purchases, we will strive to continue what we already started and contribute even a higher percentage of our sales to continue serving our society.



1. Retrieved from: <http://www.foodbankscanada.ca/Learn-About-Hunger/About-Hunger-in-Canada.aspx>



## Seasonal Allergies: Regulate the Immune System Naturally

Nagging, irritating, and activity-restricting... allergies are a condition of immune hyperreactivity that can substantially impede quality of life and limit daily activities. In seasonal allergy, exposure to environmental substances, such as pollen, activates IgE-linked mast cells, leading to release of histamine and other inflammatory cytokines.<sup>[1,2]</sup> These chemicals cause local symptoms including itchiness, swelling, and redness of the eyes, throat and nasal cavity; increased mucus production; and conjunctivitis. Over-the-counter antihistamines are the most commonly available treatment, and work by blocking the release of histamine. There are also several natural strategies that can help reduce immune reactivity and achieve better symptom control. These include use of probiotics, vitamin D, vitamin C, quercetin, and flavonoids.

Probiotics and vitamin D are two key immune-modulating nutrients. Supplementation with probiotics has been shown to decrease levels of inflammatory cytokines, allergy symptoms, and medication requirements.<sup>[3, 4]</sup> One study found that supplementation with probiotics for eight weeks during peak allergy season led to decreased secretion of  $T_H2$  cytokines as well as significant improvement in the total nasal

symptom score, compared to placebo, beginning about five weeks in.<sup>[3]</sup> Another study in children with perennial allergic rhinitis treated with levocetirizine investigated whether there would be any additional benefit from add-on treatment with *Lactobacillus*.<sup>[4]</sup> This study found that there was a significant improvement in the total symptom score in the group of patients with add-on probiotic treatment, compared to levocetirizine alone. There was also a better improvement in nasal peak expiratory flow rate among probiotic-treated patients.

Vitamin D has been extensively studied for asthma, and may play a critical role in optimal asthma management, improving lung function and response to corticosteroid therapy; however, it has not been well-studied for seasonal allergy specifically.<sup>[5,6]</sup> Nonetheless, given its well-established role in immune regulation, vitamin D should still be considered as part of allergy management, especially if there is evidence of deficiency.

Vitamin C and bioflavonoids, such as hesperidin, are considered a mainstay of treatment for seasonal allergies due to their ability to strengthen the walls of the vasculature, thereby preventing the exudation of fluid and inflammatory





cytokines with consequent edema and swelling.<sup>[7]</sup> Quercetin is a flavonoid with antihistaminic properties, and prevents the degranulation of mast cells.<sup>[7, 8]</sup> Green tea is another flavonoid-rich herb that has been shown to reduce seasonal allergy symptoms. In one study, drinking a green tea beverage containing 34 mg of *O*-methylated catechin for one and a half months preceding allergy season was shown to significantly improve allergy symptoms including throat pain, nose-blowing, tearing, and restriction of activities of daily living among 38 participants with allergy to cedar pollen.<sup>[10]</sup>

Finally, an intriguing but lesser-known agent with evidence for use in allergy is milk thistle.<sup>[11]</sup> The flavonoids in milk thistle are collectively known as silymarin. Silymarin is a potent antioxidant with liver-protective properties. It stabilizes the cell membrane, prevents lipoperoxidation (damage to lipids in the cell membrane),

and increases concentrations of glutathione, an antioxidant enzyme that is responsible for detoxification and elimination of free radicals from the body.<sup>[7]</sup> A total of 94 patients with allergic rhinitis and a positive skin-prick test were randomized to receive treatment with silymarin (420 mg/d) or placebo. The primary outcome measure was the Sino-Nasal Outcome Test 20 (SNOT-20) questionnaire assessing clinical allergy symptoms. At the end of the study, patients treated with silymarin had only approximately 25% of the symptoms experienced by the placebo group.

In conclusion, there is a good amount of evidence confirming the antiallergy effects of several natural substances. These include immune-modulating agents such as probiotics and vitamin D, vitamin C, as well as specific bioflavonoids with antioxidant and antihistaminic properties, including catechins, quercetin, and silymarin.

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# Relief from Airborne Allergens

The arrival of spring is anticipated like no other season; however, it also signifies the onslaught of six months of airborne allergens. Canadians endure a seamless transition of exposure to pollen from trees in the spring, grass in the summer, and “hay fever”-causing ragweed in late summer and early fall.

New Roots Herbal has a tandem of products that strengthen resistance to airborne allergens at the cellular level, as opposed to the juggling act of products that provide short-term symptomatic relief.



130-945

New Roots Herbal’s **BlackCumin Seed Oil** is sourced from the flowering plant *Nigella sativa*. The favourable fatty-acid profile features an abundance of linoleic and oleic fatty acids with a broad range of complementary compounds that strengthen and balance immune response.

It fortifies cell membranes to effectively resist the histamine response that causes allergic symptoms. Allergic rhinitis (seasonal allergy) can hijack your health; **BlackCumin Seed Oil** can help you regain your well-being and enjoy active outdoor living year-round!



1142

New Roots Herbal’s **Quercetin** is sourced from the Japanese pagoda tree, which is among the most potent sources of bioflavonoids. **Quercetin** quenches the network of mast cells and basophils throughout the body with a stabilizing effect on their cell membranes.

These cells are present throughout the body as part of the immune system and mucous membranes. **Quercetin** strengthens these cells to inhibit the release of histamines which cause the annoying symptoms common with airborne allergies.

# Cho-less-terin

Product  
Update

Now in softgels



1837-1838

**Cho-less-terin** has forged a seven-year history for safe, side effect-free cholesterol management, the major controllable risk factor for coronary heart disease. Unlike one-dimensional prescription statin drugs that only target the liver's production of LDL cholesterol, **Cho-less-terin, now available in a convenient, easy-to-swallow softgel**, contains five synergistic ingredients formulated within a matrix of antioxidant-rich red palm fruit oil for maximum bioavailability and strengthens therapeutic effects.

**Cho-less-terin** approaches hypercholesteremia (elevated cholesterol) in several ways. A standardized extract of guggul (3.5% guggulsterones) is responsible for lowering LDL and triglycerides. Plant sterols, which are the plant kingdom's equivalent to cholesterol, actively compete for intestinal absorption sites with harmful (LDL)

cholesterol and interfere with its assimilation. An oat extract (22% beta-glucans) binds to bile acids which the liver produces from LDL cholesterol within the blood. This simple process accelerates the conversion of harmful LDL cholesterol to bile acids for excretion. Our formula also includes a green tea extract (50% polyphenols) which impedes arterial plaque formation known as atherosclerosis or hardening of the arteries. A potent standardized red yeast rice extract compounds the lipid-lowering benefits of **Cho-less-terin**. It accelerates the breakdown and excretion of LDL cholesterol by the liver.

Delivering our comprehensive formula within a matrix of red palm fruit oil intensifies **Cho-less-terin** in several ways. Red palm fruit oil is a dense source of nutrients including tocotrienols (a therapeutic form of vitamin E), lycopene, and coenzyme Q<sub>10</sub>. Its health benefits include added protection from arterial plaque formation, normalizing of blood pressure, and additional lowering of harmful (LDL) cholesterol.

Gain control of your cholesterol count with **Cho-less-terin**; our new and improved results-driven formula is effective on its own, and is safe for adjunctive use with prescription statins.



# Improve Your Quality of Life

## Proven Protection from Solar Radiation



332-993



From fisherman to farmers and surfers to skiers, prolonged exposure to sunlight, compounded by light reflected from surf and snow, can accelerate diseases of the eyes, including age-related macular degeneration and cataracts. Skin burns are an innate defense mechanism for epidermal health; however, the eyes suffer cumulative damage from prolonged exposure to the sun's harmful rays, free from visual cues such as farmer's tans and bikini lines.

**Forsight** quenches the eyes with potency-standardized carotenoids that concentrate within the macula (central region of the eye responsible for visual acuity) for protection from intense sunlight, which is becoming even more menacing with the depletion of the ozone layer. Each capsule contains 6 mg of pure lutein, the principal pigment within the

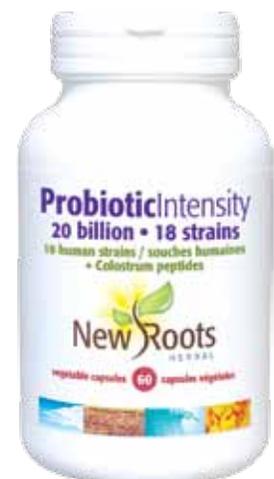
macula and retina that filters light to protect delicate ocular tissue. Our formula also features vision-critical nutrients including grape seed extract (95% OPC), reduced glutathione, and lycopene (5%) that protect the eyes from oxidative stress. A potent extract of *Ginkgo biloba* further helps dilate smaller arteries, including the ophthalmic artery to maximize the flow of nutrients to the eyes.

**Forsight** includes vitamin C, E, and the B-complex vitamins, all of which are necessary for healthy eyes and visual acuity. Highly bioavailable sources of zinc, copper, and selenium complete our comprehensive formula for improved microcirculation and additional antioxidant protection.

Vision loss is among the major threats to loss of independence as we age. Preservation of excellent vision requires **Forsight!**

## Probiotic Intensity

We'll start shipping **ProbioticIntensity** this March; our customer service department will keep you informed with all the details. We're excited to share our industry-leading 20-billion-CFU formula featuring 18 therapeutic probiotic strains and the healing effects of a special colostrum extract (8% proline-rich polypeptides).



1878-1880

## Take a Trip and Never Leave the Ground



1403-1443-1807

March 9th marks the return to Daylight Saving Time (DST) for Canadians, unless you're a Saskatchewanian — born free from this arbitrary ritual. The shift of an hour of daylight from morning to evening leaves millions with a mini case of jet lag. Strategies for adjusting to

DST include advancing alarm clocks 15 minutes per day for a week or so; however, the natural nutrients in **Sleep<sup>8</sup>** could hold the key to a seamless transition into springtime.

**Sleep<sup>8</sup>** is formulated with potency-standardized botanical extracts of passionflower, hops, skullcap, and chamomile, recognized for contributing to a relaxed state of slumber. It contains an isolate of san qi that strengthens the restorative effects of sleep, along with highly bioavailable magnesium bisglycinate for its calming effects on the nervous system. **Sleep<sup>8</sup>** also contains melatonin to stabilize sleep cycles easily disrupted by time changes.

Taking **Sleep<sup>8</sup>** for several days leading into the return to DST can help you bank that critical

hour necessary to avoid pounding the snooze button that dreary Monday morning in March.



## Probiotics



### Protect Your Investment

Choosing the right probiotic is an investment in great health and well-being. Probiotic research has enabled our industry to create condition-, age-, and even gender-specific formulas. Specific probiotic strains differ in the benefits they bring to the host (you); their unique composition also affects their degree of tolerance to harsh gastric conditions, with certain probiotic species being more resilient than others.

If a company claims all their strains survive intestinal transit without enteric coating, ask for proof.

The complete line of New Roots Herbal probiotic products in capsule form are protected from stomach acids and digestive enzymes with our natural, water-based enteric coating. Our enteric coating is formulated to release the billions of beneficial colony-forming units (CFUs) within the intestines for their broad range of site-specific therapeutic benefits throughout the entire intestinal tract.

Think of enteric coating as a natural way to protect your investment in superior immune system performance and excellent overall health.

# Product Update

## Breaking Down our Improved New Formula



1824-1825-1829-1832

**Infla-HealPlus**, among the most potent natural approaches to joint pain and discomfort, is getting stronger. Proteolytic enzymes work systemically within the bloodstream breaking down nonliving protein that creates inflammation. The potent therapeutic blend of enzymes in **Infla-HealPlus** is effective for acute trauma resulting from injury, and for calming down messenger cells that trigger inflammation.

**Infla-HealPlus** harnesses the synergistic strength of five diverse enzymes, formulated with the antioxidant action of zinc, which acts as a critical cofactor for enzymatic reactions that control chronic inflammation; rutin; and L-cysteine.

Each capsule of our new robust formula features an additional 12,500 AU of serratiopeptidase, 10 mg of pancreatin 4x, 1,980,000 FCC units of bromelain (2400 GDU/g), and 830,000 FCC units of papain. This makes **Infla-HealPlus** the industry leader for safe, effective, and natural relief from the pain and discomfort of acute and chronic inflammation.

Now in a convenient capsule form, our enteric-coated format requires fewer excipients and breaks down completely within the intestines for maximum intestinal absorption, faster action, and quicker relief.



### EACH ENTERIC-COATED CAPSULE CONTAINS:

		<b>WAS</b>	<b>DIFFERENCE</b>
<b>Pancreatic enzymes (from <i>Sus scrofa</i>) 4x</b> .....	<b>250 mg</b> .....	<b>240 mg</b> .....	<b>+10 mg</b>
Supplying the following:			
Protease .....	25,000 USP .....	24,000 USP .....	+1,000 USP
Amylase .....	25,000 USP .....	24,000 USP .....	+1,000 USP
Lipase .....	2,000 USP .....	1,920 USP .....	+80 USP
Bromelain (stem bromelain) (2400 GDU/g) [180 mg] .....	6,480,000 FCC papain units ...	4,500,000 units .	+1,980,000 units
Papain (fruit of <i>Carica papaya</i> ) [18 mg] .....	1,800,000 FCC papain units .....	970,000 units ...	+830,000 units
Trypsin (pancreas of <i>Sus scrofa</i> ) [120 mg] .....	18,000 USP trypsin units .....	18,000 units .....	0
Providing .....	480 USP chymotrypsin units .....	480 units .....	0
Rutin (from <i>Sophorae japonica</i> flower bud) .....	85 mg .....	85 mg .....	0
L-Cysteine hydrochloride .....	10 mg .....	10 mg .....	0
Zinc (from zinc gluconate) .....	2.6 mg .....	2.6 mg .....	0
Serratiopeptidase [30,000 AU] .....	13.63 mg .....	17,500 AU .....	+12,500 AU



# Mushrooms Galore

New  
Products  
Available

Spring 2014 marks the launch of our extensive selection of therapeutic mushroom extracts. It's estimated there are 140,000 species of mushrooms worldwide, with only 10% on them having been classified. This certainly points to the potential for the discovery of many future health benefits in this field of natural health. The entire Mushroom Kingdom plays a critical role in the breakdown and decay of both plant and animal matter. Their capacity for assimilating nutrients for the renewal of life accounts for mushrooms being a plentiful and unspoiled source of beneficial compounds.

Current research has determined a class of intrinsic compounds called polysaccharides to be the biologically active components of mushrooms. These polysaccharides include the high-molecular-weight, water-soluble *beta*-glucans. The diverse

benefits of mushroom-sourced polysaccharides include activation of immune response, antitumor activity, along with antibacterial and antiviral response. Our selection of medicinal mushrooms is among the most researched in the scientific community. They share many common therapeutic applications; however, they all possess their own unique polysaccharide profile.

Our medicinal mushroom extracts are validated for potency and purity, as well as being tested for freedom from heavy metals, pesticides and herbicides. They're also encapsulated in vegan-friendly capsules.

Discover how you can harness the health benefits of our extensive line of New Roots Herbal medicinal mushrooms.



## **Maitake**

Strengthens immune system and helps balance blood glucose levels.

## **Reishi**

Bolsters organ system performance and balances nervous system.

## **CoriolusVersicolor**

Potent antioxidant that enhances epidermal health and appearance.

## **Cordyceps**

Increases stamina, energy, and ability to cope with stress.

## **Lion'sMane**

Exerts a broad range of antioxidant action for total body rejuvenation.

## **Shiitake**

Fortifies resistance to bacterial and viral infections.



# Celiac, Gluten Intolerance, & Oats

## Why Juicy Immune - Energy is Celiac-Friendly

Explained by Philip Rouchotas, MSc, ND

Celiac disease is an autoimmune gastrointestinal disease triggered by exposure to gluten, a protein present in wheat and other grains.<sup>[1]</sup> Upon exposure to gluten, the immune system produces autoantibodies against the tissues lining the intestine, leading to digestive as well as extraintestinal symptoms.<sup>[1]</sup> The diagnostic blood test for celiac disease is an assessment for the presence of the antibody IgA anti-tissue transglutaminase (IgA tTG), and the gold standard diagnostic is a positive intestinal biopsy.<sup>[2]</sup> Approximately 1% of the Canadian population is affected by celiac, the treatment for which is a strict gluten-free diet, indefinitely.<sup>[2]</sup> Exposure to even minuscule amounts of gluten can trigger intestinal damage in someone with celiac.

Gluten belongs to a family of grain proteins called prolamins.<sup>[2]</sup> Structurally, prolamins are characterized by possessing a high number of glutamine and proline amino acids, which may be linked to their immunogenicity.<sup>[2]</sup> Wheat, barley, and rye contain

gluten and must be avoided by individuals with celiac. Oats, corn, and rice contain unique varieties of prolamins specific to their species.

Oats (*Avena sativa*) have repeatedly been shown to be safe for consumption by those with celiac.<sup>[3]</sup> Oats do not contain gluten, but they do contain a prolamin protein called avenin.<sup>[4]</sup> Although it bears some similarity to gluten, avenin possesses very different qualities, and is much lower in proline content compared to gluten. A multitude of studies have evaluated oats consumption by celiac individuals (adults and children), showing that unlike gluten, it does not stimulate an immune response or result in the production of antibodies and/or damage to the intestines.<sup>[1, 5-8]</sup>

A recent study followed a group of long-term-treated celiac patients, following a gluten-free diet, 66% of whom were consuming oats as a regular part of their diet, purchased from regular grocery stores.<sup>[5]</sup> Daily intake of oats did not result in small intestinal mucosal villous damage, inflammation, or gastrointestinal symptoms over



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Questions or comments: 1 800 268-9486  
info@newrootsherbal.com



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**Graphic Designer:** Cédric Primeau  
**Translation/Revision/Correction:** Pierre Paquette

**Research & writing:** Heidi Fritz, Gordon Raza, Philip Rouchotas  
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the study period of eight years, and the authors concluded that “long-term ingestion of oats had no harmful effects”.[5] Another study showed that oats consumption for over 12 weeks resulted in no impact to iron levels (ferritin), or production of the antibody tTG.[1]

Another study, in children with celiac, showed that while elimination of wheat resulted in aggravation of tTG levels and intestinal inflammation, leaving oats in the children’s diet had no bearing on the course of aggravations or improvements.[6] Finally, one study found that consumption of oats by celiac patients on a gluten-free diet did not result in an increase in IgA anti-avenin (oats) antibodies.[7]

A position statement by the Canadian Celiac Association states that patients with celiac may consume pure, uncontaminated oats in the amount of 50–70 g (½ to ¾ cup) of dry rolled oats daily (for adults) and 20–25 g (¼ cup) daily (for children).[3]

## A Product That Simply Makes Sense

A common inquiry regarding **Juicy Immune - Energy** is how to position it within the marketplace. The comprehensive ingredient deck makes it perhaps the one supplement to take for the person that wants to stay healthy and energetic, and free from prescription medications.

**Juicy Immune - Energy** is a nutritional powerhouse that delivers the antioxidant benefits of 9 berries and 17 nutraceutical extracts. It’s a delicious, all natural, berry beverage with no added sugar. It’s the ultimate product to strengthen immune system performance and amplify your energy levels.

**Juicy Immune - Energy** will provide increased protection from colds and flu, and help with healthy blood sugar management. The potent antioxidant action will also give you added resistance for many age-related degenerative diseases. We’ve even included oat fiber standardized to 22% *beta*-glucans for their cardioprotective benefits of lowering blood plasma levels of harmful LDL cholesterol.

A single, 17-calorie daily portion will lay the foundation for excellent health and plenty of energy for an active, vibrant lifestyle.



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