



NaturalFacts

*New product announcements, specials and
information from New Roots Herbal*

June 17 - July 31, 2008

C.difficile

A major concern for
hospitalized patients

The Road to Good Health

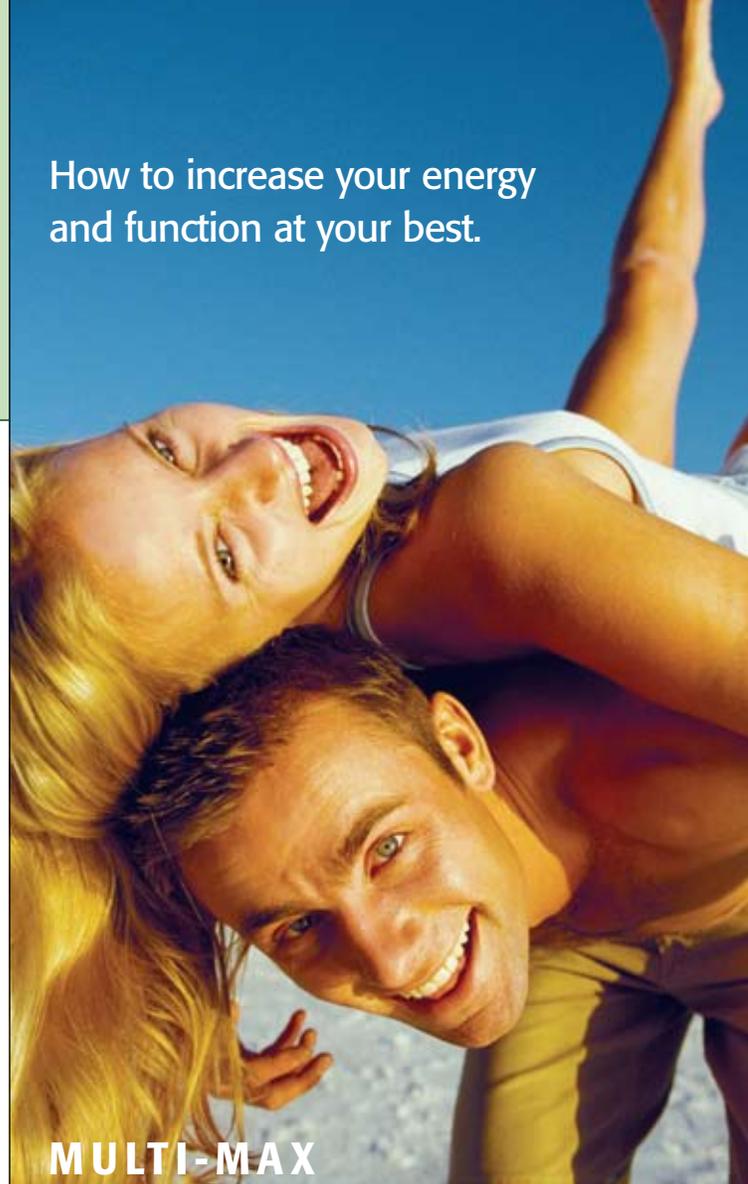
The Omega-3 Debate Triglyceride or Ethyl Ester?

[What's in *your* diet?]



June 17th -
July 31st
2008

How to increase your energy
and function at your best.



MULTI-MAX

**ENSURES YOUR BODY HAS THE NUTRIENTS
IT NEEDS TO STAY HEALTHY.**



MULTI-MAX provides a broad spectrum of nutritional support to assist your body in coping with environmental and lifestyle stresses of modern life. MULTI-MAX gives you the vitamins, minerals, whole foods, antioxidants, amino acids, nutraceuticals and enzymes needed to give you the edge you need to fight off disease, stay healthy, keep active and feel great.

You and your family can have one of the best health insurance policies by including MULTI-MAX in your daily diet.

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CLEAN FLOW

IMPORTANT DATES TO REMEMBER

June 24
St. John the Baptist Day (closed)

July 1
Canada Day (closed)

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What's in your diet?

In its natural state, raw and unprocessed, the food you eat contains the enzymes your body needs for proper digestion. Unfortunately, the typical North American diet consists primarily of cooked, processed, canned and microwaved foods that have been exposed to temperatures above 118°F, thereby depleting, destroying, and altering the essential enzymes.

A lack of enzymes

When you consume enzyme-deficient food, it rests in the upper portion of your stomach and begins to decompose rather than predigest. Your body then increases its white blood cell count and begins to treat the undigested food as a foreign (toxic) substance. Furthermore, your body stresses itself to take enzymes from the liver, pancreas, and other organs to use in the digestion process, thereby reducing its ability to produce metabolic enzymes required for cellular activity. Over time, the stress on these organs can weaken your immune system and slow down your metabolism. Enzyme-deficient foods make digestion much more difficult and can contribute to a variety of problems including malnutrition, allergies and chronic conditions.

Common symptoms of a lack of digestive enzymes include flatulence, heartburn, indigestion, irritable bowel syndrome and other digestive complaints. It's believed that digestive enzymes decline with advanced age and many people are lacking them due to inadequate diets, over-refined foods, environmental toxins and generally poor health.

Converting food into energy

New Roots Herbal's PLANT DIGESTIVE ENZYMES supplies your body with natural plant enzymes that reduce stress in nutrient processing and allow your body to more completely extract nutrients from food. PLANT DIGESTIVE ENZYMES helps you digest proteins, sugars, fibers, carbs and lipids. And, not only does it rapidly convert food into energy, it's also perfect for vegetarian diets and prevents heartburn and indigestion.



Key ingredients that support the digestive process:

- **Cellulase** breaks down fibre
- **Amylase** breaks down carbohydrates.
- **Lactase** breaks down lactose
- **Maltase** breaks down maltose.
- **Protease** breaks down proteins.
- **Invertase** helps digest sugar
- **Pectinase** helps breakdown pectin
- **Lipase** is responsible for digesting fats.
- **Papain (from papaya)** improves digestion and quickly metabolizes the protein in foods.
- **Hemicellulase** hydrolyzes the indigestible components of plant fibers, and reduces the bloating effects of foods that are high in fibre.
- **Phytase** breaks down the undigestible phytic acid found in grains and oil seeds, thereby releasing digestible phosphorus, calcium and other nutrients.

You are what you absorb

Absorption is what digestion is all about! Because every system in your body requires a steady supply of essential nutrients obtained from food, it is clear that optimal health depends on a well-functioning digestive system.

Give yourself a boost and get more out of life, with PLANT DIGESTIVE ENZYMES.



The Omega-3 Debate:

Triglyceride or Ethyl Ester?

Concerns about the efficacy of producing omega-3 fatty acids in ethyl ester versus triglyceride form has, once again, become a hot issue. Although the ethyl ester form of omega-3 fish oil has been proven time and time again to be perfectly safe, some manufacturers (of the triglyceride form) are misleading the public by claiming that ethyl esters pose a health risk.

Standard Fish Oil: Triglycerides

Essential long-chain omega-3 fatty acids are found almost exclusively in fish in the form of triglycerides. Unfortunately, the fish not only contain omega-3-fatty acids, but also unwanted fatty acids such as saturated fats or omega-6 fats. Cholesterol is also present in triglycerides, and depending on the source of fish and its quality, some unwanted contaminants (pesticides, dioxins, PCB's and heavy metals) may also be present. The total omega-3 content of normal fish oil is approximately 30% - 35%. The remaining 65% - 70% is unnecessary, unwanted fat.

“Since the ethyl ester form of fish oil offers a higher concentration of EPA and DHA, you don't have to consume as much.”

Purified Fish Oil: Ethyl Esters

Due to the ever increasing popularity of omega-3 fish oil, many manufacturers are aiming to improve the quality of their fish oil by physically separating the unhealthy fatty acids from the beneficial omega-3 acids. This process can be carried out by molecular distillation which also removes potentially harmful impurities that might be present in the fish oil. Once the process is complete, the omega-3 fatty acid content of the fish oil shifts to approximately 50%

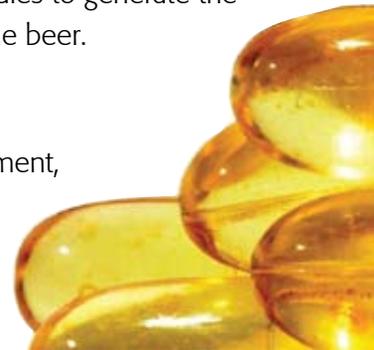
to 90% and the ratio of EPA and DHA - the two most important omega-3 fatty acids - increases significantly. These oils are called omega-3 acid ethyl esters.

“Elementary” Lab Experiment

Some manufacturers are claiming that research on ethyl esters has demonstrated that once in body, omega-3 acid ethyl esters release ethanol, resulting in severe organ damage. This idea generated from the fact that due to the process of molecular distillation, omega-3 acid ethyl esters contain small amounts of alcohol. Claims are being made that the alcohol content poses a risk for children, and those who consume alcohol regularly. In response to these claims, one of the world leading researchers in omega-3 fatty acids states, “since 1000 mg of ethyl ester (EPA/DHA) is about 9% by weight as the “ethyl” component, hydrolysis of the ethyl ester in your gastrointestinal tract can yield about 100 mg of ethanol (about 0.5% of the alcohol in a bottle of beer).” Therefore, you would have to consume 200 capsules to generate the amount of ethanol contained in one beer.

“Magic Tricks”

In another interesting experiment, omega-3 acid ethyl esters were placed in one polystyrene cup and triglycerides in another.



“Researchers in the GISSI trial used the ethyl ester form of fish oil, and the results showed a 45% reduction in sudden cardiac death.”

After 10 minutes, the ethyl esters ate through the cup, while the triglycerides did not. Although ethyl esters of fatty acids are solvents into which the components of polystyrene cups can dissolve, do not let this experiment fool you into believing that they are unsafe for your body, when in fact our bodies don't even have polystyrene as components! Think about what is being suggested. It's similar to believing that since the gastric acids in your body can eat away at tooth enamel; they should be able to burn a hole through your stomach. But this is not the case.

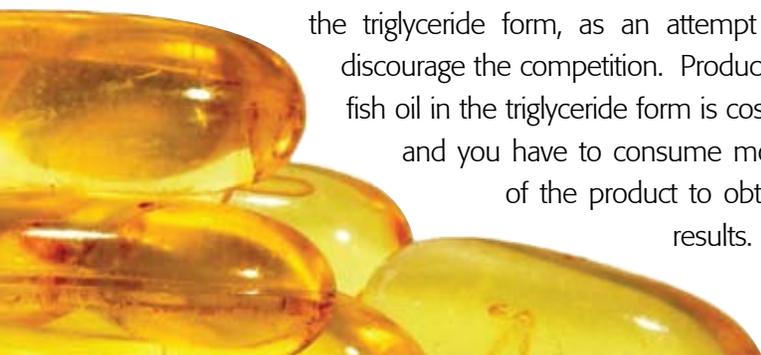
Credible Research

Gruppo Italiano per lo Studio della Sopravvivenza nell'Infarto Miocardico (GISSI) was the first large randomized trial to produce evidence that a pharmaceutical preparation of highly purified omega-3 polyunsaturated fatty acids had a favorable effect on hard clinical end-points in post-myocardial infarction patients. Researchers in the GISSI trial used the ethyl ester form of fish oil, and the results showed a 45% reduction in sudden cardiac death.

Recent research also reveals that both triglyceride and ethyl ester forms of omega-3 fish oil are highly bioavailable and stable. In fact, most studies show no significant difference in the digestibility and bioavailability of ethyl ester forms when compared to triglyceride forms (approximately 0.5% when taken with or within one hour of a meal).

Ethyl Ester vs. Triglyceride Form of Fish Oil

Most negative claims against ethyl ester forms of omega-3 fatty acids originate from companies who are selling the triglyceride form, as an attempt to discourage the competition. Producing fish oil in the triglyceride form is costly, and you have to consume more of the product to obtain results.



The ethyl ester form of fish oil is less costly to produce, and since it offers a higher concentration of EPA and DHA, you don't have to consume as much. Plus, the ethyl ester form of fish oil is less likely to contain any of the impurities that may be present in the original triglyceride form.

Go WILD!

New Roots Herbal's WILD OMEGA is a superior source of omega-3 essential fatty acids provided in an ethyl ester form. Our omega-3s are sourced exclusively from wild, unfarmed sardines and anchovies which only have a two year lifespan and therefore cannot acquire the contaminants of larger, longer living fish (i.e. salmon). WILD OMEGA is molecularly distilled and laboratory tested for heavy metals, PCB's, pesticides and impurities. To ensure that you obtain all the healthy benefits of a pure, high quality, and completely safe omega-3 fish oil supplement, WILD OMEGA's potent formula contains an astonishing 660 mg of EPA and 330 mg of DHA. This means you only have to take one softgel twice a day!

“WILD OMEGA's potent formula contains an astonishing 660 mg of EPA and 330 mg of DHA.”

The Choice is Yours

Whether you decide to supplement with fish oil in ethyl ester form or in triglyceride form, you will inevitably reap the healthy benefits of omega-3 supplementation. It is important to realize that both forms are completely safe to use, and the major differences can be seen in the strength, the purity and the dosage requirements.

For a safe and convenient omega-3 fish oil supplement, we recommend WILD OMEGA, EPA 660 DHA 330, for its superior strength and effectiveness.



A Combination of the Perfect COLOURS

To offer you the strongest, smartest, and most effective Vitamin C formula.



VITAMIN C⁸ - 527 mg of supercharged vitamin C per capsule to ensure that your body absorbs and retains the most vitamin C possible.

VITAMIN C⁸ combines calcium, magnesium, potassium, zinc, manganese, selenium and sodium mineral ascorbates with ascorbyl palmitate to provide powerful antioxidant protection. Only VITAMIN C⁸ offers eight assisted pathways of absorption and retention, for 24 hours or more, to help enhance your immune strength, provide a good source of electrolytes, and replenish your energy before or after workouts – with the added benefits of 3 cups worth of green tea per capsule! Try VITAMIN C⁸, and see how this colourful formula can help you get more out of your vitamin C.



The Secret to Coping with Stress

Many people today do not realize that stress and anxiety are often the result of an acute deficiency of B vitamins. Combined with environmental toxins and daily routine, stress levels can be avoided with adequate supplementation of B vitamins.

ULTRA STRESS B COMPLEX provides a range of B vitamins that help you deal with stress and anxiety. It incorporates co-enzyme B vitamins, functional flush-free niacin, and enhanced-absorption choline. The result is a fast-acting B complex that does what B's are supposed to do - actively support the mind and the body as well as the nervous, cardiovascular and digestive systems.

ULTRA STRESS B COMPLEX gives your body the energy it needs to stay healthy and happy. This is one secret remedy you shouldn't keep to yourself!



Soothing Relief from Asthma and Allergies

Black cumin seed is thought to have antihistamine-like properties that make it useful in treating congestion, and it is widely used to treat respiratory conditions like bronchitis, asthma and emphysema. Black cumin seed is also praised for its ability to support stomach and intestinal health as well as kidney and liver function.



New Roots Herbal's BLACK SEED now contains unrefined, natural black seed oil with a stronger medicinal profile to offer better results in your fight against allergies and asthma. This summer, stop and smell the flowers with the help of BLACK SEED.



A natural way to ease through "that time of the month"

Approximately forty percent of all women experience symptoms of PMS.

New Roots Herbal's PMS RELIEF provides you with a mix of nutrients that help alleviate symptoms related to PMS such as bloating, irritability, cramping, water retention, anxiety, decreased energy, breast pain, headaches and depression. PMS RELIEF also helps you to control the food cravings triggered by PMS.



C. difficile:

A major concern for hospitalized patients



Clostridium difficile (C. difficile) is one of the most common infections found in hospitals and long-term care facilities. C. difficile bacterium grows in the large bowel, thriving in the stool compressed inside the colon. Infection can occur through physical contact after touching an item or surface contaminated with fecal traces. Healthcare workers can spread the bacteria to other patients or contaminate surfaces through hand contact. The most common symptoms of the C. difficile infection include: watery diarrhea (at least 3 bowel movements per day for 2 or more days); fever; loss of appetite; nausea; and abdominal pain or tenderness. C. difficile causes diarrhea which can lead to serious complications, including dehydration and colitis, and as seen in recent cases, even death.

People who are at the greatest risk of C. difficile infection include seniors and those who have other illnesses or conditions, or are undergoing treatment with antibiotics. Since antibiotics alter the normal levels of good bacteria found in the intestines and colon, they increase your chances of developing C. difficile diarrhea. When fewer good bacteria are present, C. difficile can thrive and produce toxins that cause an infection. In hospitals and long-term care facilities, the high rates of antibiotic use combined with the presence of C. difficile often leads to recurrent outbreaks.

Severe Cases of C. difficile

There were 511 deaths in Canada due to C. difficile in 2003, a 67.5 percent increase from 2002.

The Public Health Agency of Canada began tracking cases of C. difficile in November, 2004. Of most concern is a hyper-virulent strain - named NAP1 - that produces at least 10 times the amount of toxins of standard strains. A study in Quebec found that C. difficile was indirectly responsible for 108 deaths during a six-month period. Although many of these patients were elderly and other factors contributed

With C. difficile rates on the rise, there has never been a more important time to protect yourself against the superbug that is claiming the lives of thousands of Canadians.

to their deaths, younger patients were also affected. Since 2003, this stronger strain of *C. difficile* has circulated in Quebec, causing as many as 2,000 deaths in hospitalized patients.

“Between May 2006 and December 2007 *C. difficile* caused 62 patient deaths and 115 other infections at Joseph Brant Memorial Hospital in Burlington, Ontario.”

A new study indicates the number of people hospitalized with *C. difficile* continues to rise due to the increased strength of the bacterium. According to Dr. Karl Weiss, an infectious disease specialist, “This strain of *C. difficile* is much more virulent from what we had in the past.” He also believes that the strain produces more toxins and, due to its strength, it can also re-infect the same patient repeatedly. “Five years ago, a patient may just have one episode,” Weiss said. “Now, people tend to have recurrences, up to two, three, four episodes over a six or nine month period.”

Between May 2006 and December 2007 *C. difficile* caused 62 patient deaths and 115 other infections at Joseph Brant Memorial Hospital in Burlington, Ontario - population 165,000. Extrapolated to the Canadian population, one can guess that *C. difficile* causes approximately 12,400 deaths and another 23,000 infections each year in Canada.

More recent reports confirm that to date, 260 people have died in Ontario hospitals as a result of the *C. difficile* infection, however that number comes from only nine hospitals that made their figures public.

The Ontario government says that as of September 30th, 2008, all hospitals in the province will be required to publicly report on *C. difficile* rates in their facilities through a public website.

HOSPITAL BACTERIA DEFENSE

HOSPITAL BACTERIA DEFENSE is a unique probiotic composed of *Saccharomyces boulardii* (*S. boulardii*) and Vitamin C. *S. boulardii* is considered to be a non-pathogenic, non-colonizing baker’s yeast species which is very closely related to brewer’s yeast. In other words,

S. boulardii is a specific beneficial yeast probiotic. The Vitamin C in HOSPITAL BACTERIA DEFENSE acts as an antioxidant to boost your immune system.

HOSPITAL BACTERIA DEFENSE survives gastric acidity and delivers 5 billion beneficial cells to your intestines, offering you strong resistance to *C. difficile*. It is not adversely affected or inhibited by antibiotics, can be taken with other probiotics and does not alter or affect normal intestinal flora. HOSPITAL BACTERIA DEFENSE also attacks and kills *Candida Albicans* cells.

Protect Yourself!

Washing your hands thoroughly in warm soapy water - for at least 20 seconds - after going to the washroom, before and after handling food or medications, before and after visiting people in the hospital, and before eating or taking medications by mouth is a good defense against any infectious disease and bacterium. Along with regular hand washing, supplementing with HOSPITAL BACTERIA DEFENSE can help prior to visiting or being admitted to a hospital.

“HOSPITAL BACTERIA DEFENSE delivers 5 billion beneficial cells to your intestines, offering you strong resistance to *C. difficile*.”

If you are visiting someone in a hospital or nursing home, be sure to follow all precautions recommended by the hospital staff, especially in regards to visiting restrictions and protective clothing.

Taking HOSPITAL BACTERIA DEFENSE 3 days prior to entering an infectious zone offers you the best protection against *C. difficile*. If you think you may have a *C. difficile* infection you should contact your doctor.



The Road to Good Health

Just like your car, your kidneys need regular “tune-ups” to stay in good shape.

CLEAN FLOW: A PAIN FREE PROGRAM THAT GENTLY RELEASES DEBRIS AND TOXINS FROM YOUR BODY.

Most parts of the body will show symptoms when there is a loss of function, however, when it comes to the kidneys, you may not feel any symptoms until you have lost **80% of your kidney function**. The kidneys are extremely efficient and complex organs, responsible for filtering the blood, regulating the urinary system and producing hormones. Healthy kidneys also contribute to the prevention of osteoporosis by helping your body control calcium uptake and maintain proper bone mass. To eliminate your risk of ending up in the emergency room awaiting surgery, it is important to perform regular maintenance on your kidneys and handle any unseen infections by keeping your body free from toxins.

The passing of kidney stones can be quite painful, which is why many people avoid kidney cleansing programs as they fear it will cause a great amount of pain. This, however, is not the case with New Roots Herbal's CLEAN FLOW.

CLEAN FLOW improves kidney function, promotes tissue healing and increases urine flow. Plus, it helps your kidneys maintain the optimum balance of minerals, vitamins, and hormones in your blood. You can trust CLEAN FLOW's easy, pain free, 30 day program to keep your kidneys functioning at their best.



Here's a great
reason to smile.



CHILL PILLS

**OFFER A NATURAL WAY TO BRIGHTEN YOUR MOOD,
FEEL GOOD AND, MOST IMPORTANTLY, RELIEVE STRESS.**

New Roots Herbal's **CHILL PILLS** promote wakeful relaxation by increasing alpha wave production. CHILL PILLS also provide quick and effective support for the nervous system and reduce the physiological effects of extreme stress such as anxiety, nervousness and the fight or flight response. Try CHILL PILLS and start facing the day with a smile.

Emotional health is just as important as physical health which is why it is crucial to deal with daily stressors. CHILL PILLS provide your body with the essential nutrients it needs to relieve stress - without any of the side effects common to prescription drugs.



www.newrootsherbal.com

