

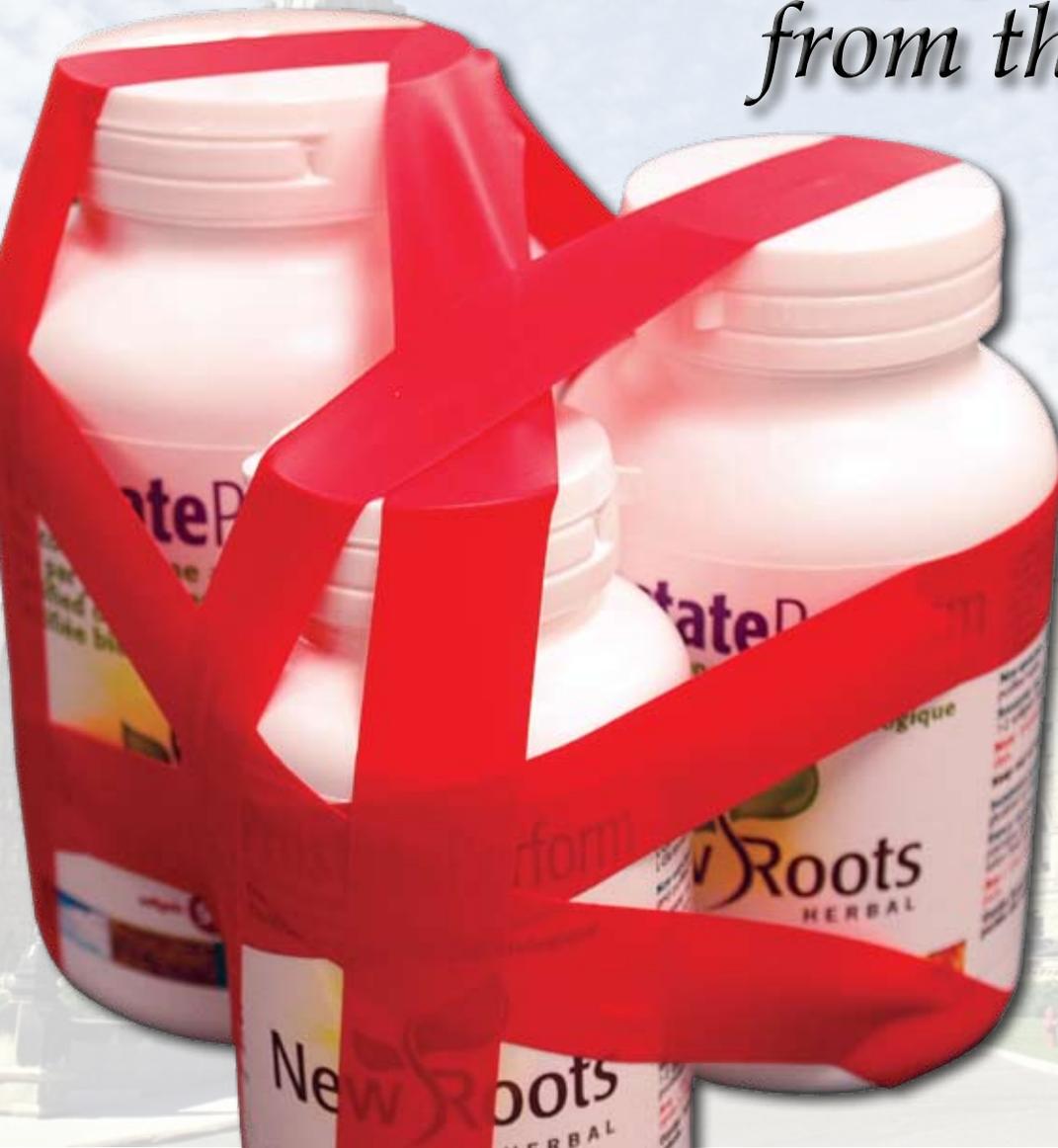


# NaturalFacts

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

October 1<sup>st</sup> – November 15, 2009

*Will government remove*  
**70% of all supplements**  
*from the shelves?*



*The last NHPD  
deadline comes  
April 2010:*

***All products  
without  
an NPN  
are illegal***

**240 hours of testing and research every week  
Our full-time laboratory is staffed with 1 PhD, 3 MSc and 2 BSc**

# Crisis? What Crisis?

Researched & written by Gord Raza, B.Sc.

The image on the cover of the best selling *Supertramp* album sums up how unaware many of us are about the imminent challenges the natural health products industry is facing.

The natural health products industry has experienced tremendous growth over the past two decades and has blossomed into a 3.5 billion dollar entity. The mandate of the NHPD (Natural Health Products Directorate) since its inception six years ago, was to evaluate and issue Natural Product Numbers (NPN's) for approximately 50,000 natural health products. The NHPD received in excess of 36,000 applications as of April 1, 2009; despite the date referenced there is no time to fool around.

Approximately one third of the products submitted for licensing have been approved with the balance having been refused or caught up in a bureaucratic log jam.

## Supply and Demand

The growth of the natural health products industry reflects the winds of change driven by post-war Baby Boomers, who are increasingly driven by wellness as opposed to coping with illness.

It is difficult to quantify the importance of our industry, however our products empower consumers to take control of their health, which frees up our medical system for those in dire need of medical care.

The NHPD is imposing a pharmaceutical like template for the approval process of submissions for NPN's. Natural health products are generally well designed products of organic origin, they are inherently low risk products aimed at maintaining or improving overall health.

The catch-22 of forcing natural health products to make a claim, then back it up with clinical studies, will thwart innovation. It will also deny consumers well researched new products, formulated with wellness as their first priority.

The Health Canada Website states one of their mandates is to "make healthy choices the easy choices." Isn't it ironic that a government organization that states they believe in the active participation of the consumer has put up roadblocks denying Canadian consumers access to thousands of safe, effectively formulated products?

A random survey of Canadians in 2005 (conducted by Health Canada), revealed that 71% of respondents take some form of natural health product on a regular basis.

The NHPD was formed with good intentions; however it must evolve and recognize that the vast majority of natural health products are comprised of ingredients with a history of centuries of use in traditional medicine. Natural health products are being unfairly subjected to a "drug model" for government approval.

## The Industry Reacts

The 2010 deadline for compliance with NHPD regulations is rapidly approaching, with the future of thousands of natural health product applications at risk of being rejected or withdrawn. **Does this mean you will have to remove products from your shelves?** It has been 11 years since a Standing Committee of natural health product manufacturers convened and produced a report on the state of our industry. The first of 53 recommendations was to acknowledge the distinct nature of NHP's as neither food nor drug, as opposed to being scrutinized by a "drug model."

## S.O.S.

A round table committee of thirty members within **OUR INDUSTRY** has created a grass roots campaign to be launched this October, titled "**SAVE OUR SUPPLEMENTS.**" This campaign will allow consumers to oppose the current regulations that may deny them access to natural products.



The priority is to change the standards of evidence and testing protocols for timely and effective approval of NHP's. The campaign will also take hold at the retail level, urging consumers to fill out a postcard targeting MP's, Cabinet ministers, all Health Committee members, and the prime minister himself. The campaign will be supported by a Website also titled "**SAVE OUR SUPPLEMENTS.**" This will create awareness and effect change by allowing the public to log on and fill out postcards which will be sent directly to Parliament.

Visit the "**SAVE OUR SUPPLEMENTS**" booth beside CHFA booth in Toronto this October to discover how you the retailer can also voice your opposition. Please participate in this endeavour as it is so important to your livelihood.

Recently appointed government Program Advisory Committee (PAC) to advise the NHPD on matters concerning natural health products in Canada.

- Option Consommateurs
- Natures Formulae Health Products inc.
- Canadian Association of Chain Drug Stores
- Canadian Health Food Association
- Consumer Health Products Canada
- Jamieson Laboratories Inc.
- Bayer Inc., Consumer Care
- Best Medicines Coalition
- Canadian Chamber of Chinese Medicine of Canada
- National Association of Pharmacy Regulatory Authorities
- British Columbia Institute of Technology
- Natural Factors Nutritional Products Inc.
- Canadian Treatment Action Council
- Canadian Association of Naturopathic Doctors
- Canadian Homeopathic Pharmaceuticals Association

# DPP IV and Plant Digestive Enzymes

*The foods we eat along with the air we breathe represent the two most important elements for our health, vigor and survival. Air quality and the environment in general are global concerns that are presumably taken care of by our elected officials; not to mention Al Gore. Eating a well balanced diet is essential to good health, however ensuring the bioavailability of the nutrients we ingest is equally important.*

*Each capsule of Plant Digestive Enzymes delivers 263 activity units instrumental in the digestion of gluten. Always in the formula, coming soon to the label.*



## YOU ARE WHAT YOU EAT

The majority of food available in the North American marketplace has been subjected to a variety of processing methods including canning, pasteurization, freeze drying, and chemical preservation, to name a few. These processes contribute to the collective denaturing of food products.

Foods that lack the enzymes necessary for effective digestion are "empty calories," because the food is no longer in its natural state. What you eat is useless to you unless it can be broken down into vitamins, minerals, nutrients and essential fatty acids, which can be absorbed and assimilated by your body.

Think of food as fuel: calories need enzymes, just like gasoline needs a spark.

## ALL THE BASES COVERED

Plant Digestive Enzymes by New Roots Herbal has you covered with a broad spectrum approach to making the most of the food you eat. Plant Digestive Enzymes is formulated to supplement the four major types of digestive enzymes; cellulase to help break down fiber, amylase to metabolize complex carbohydrates, lipase to assist in the digestion of fats, and protease as the name implies to break down proteins to amino acids.

Enzyme deficiency can also create a harmful domino effect by diverting enzymes necessary for other critical bodily functions.

Collective protein digestion ability is quantified in terms DPP-IV content. Plant Digestive Enzymes has 263 DPP-IV activity units to augment pancreatic production of protease, which diminishes as we age. Choose Plant Digestive Enzymes from New Roots Herbal to initiate comprehensive digestion at the gastric level to maximize the benefits of the food we eat.

*Researched & written by Gord Raza, B.Sc.*

## New Professional Representative

New Roots Herbal is pleased to announce that Martine Bellemare has joined its sales team as Account Manager for the Montreal and Estrie regions.

Martine has been in the health product industry for nearly 10 years in sales, marketing and account management and brings considerable experience to provide our clients with continued service and support.

*Martine can be reached by e-mail at [bellemarem@newrootsherbal.com](mailto:bellemarem@newrootsherbal.com) or on her cell phone at 514 794-0870*



# About Phytosterols

Phytosterols are the most popular and effective natural mechanisms in the struggle to cope with the number one disease affecting North Americans, coronary heart disease.

Their ability to lower total cholesterol levels along with regulating the ratio HDL (good cholesterol) and LDL (bad cholesterol) have catapulted them to the forefront of the natural products industry. Phytosterols serve the same function in maintaining the integrity and selective permeability of cell walls for plants as cholesterol does for animal cells. The similar role they play in cell homeostasis accounts for the ability of phytosterols to mimic cholesterol and block absorption sites at the intestinal level.

## Cancer Protection?

Phytosterol consumption targets the reduction of cholesterol levels. However, recent studies published in the *European Journal of Clinical Nutrition* have shown that phytosterols play a role in the “programmed death” of cancer cells. When sterols become incorporated into the cell membranes, the subsequent changes in the integrity of the membranes activate the release of caspase (the executioner protein) to initiate apoptosis (death) of the cancer cells.

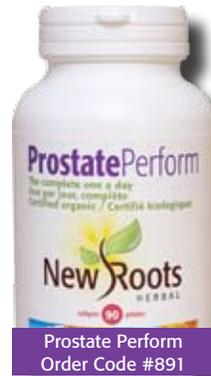
High cholesterol levels can also form “lipid rafts” within the membranes of cancer cells, making them more resistant to programmed death and more likely to form tumors. High cholesterol levels can act as a “mask of Vulcan” of Herculean lore, protecting the cancer cells from apoptosis.

Peter Jones from the *Richardson Center for*

*Functional Foods and Nutraceuticals* at the University of Manitoba concluded: “Hence, phytosterols could be incorporated in diet not only to lower the cardiovascular disease risk, but also to potentially prevent cancer development.”

*Researched & written  
by Gord Raza, B.Sc.*

The New Roots Herbal line of products containing phytosterols appears on these two pages.



# HeartSmart: It's A Family Affair

*New Roots Herbal is excited to launch the HEART SMART family of phytosterol enriched oils. Extra virgin olive oil, sunflower oil, and safflower oil bring their diverse flavors and characteristics to your pantry, all enriched with the cholesterol regulating and flavour enhancing qualities of phytosterols.*

*Researched & written  
by Gord Raza, B.Sc.*

## THE SEED, NOT THE SOIL

The average fat intake in the Mediterranean diet and that of Western society is roughly the same, yet the incidence of coronary heart disease in Mediterranean countries is significantly lower. The quality rather than quantity of fat intake is the critical risk factor in coronary heart disease and its related ailments. The typical North American diet consists primarily of saturated fats – derived from meat and dairy products –, as opposed to polyunsaturated and monounsaturated fats – derived from plants sources. The oils that form the backbone of the HEART SMART family are typical of Mediterranean cuisine.

## MORE THAN A NAME

The HEART SMART oils start with premium organic oils formulated with all the cholesterol regulating properties of phytosterols. Each tablespoon (15 ml) contains 926 mg of phytosterols (naturally occurring steroid alcohols) which interfere with cholesterol absorption in the

gastrointestinal tract. Studies have shown that the consumption of two grams of phytosterols daily can reduce the risk of coronary disease by as much as 25%. Another study in the *American Journal of Clinical Nutrition*<sup>(1)</sup> reveals that phytosterols interfere with cholesterol absorption up to 42%. Coronary heart disease claims more lives than the next several diseases (including cancer) combined in North America: the inclusion of any of the family of HEART SMART oils by measured dose or integration into your daily menu can represent a powerful partner in cardiovascular health.

## CULINARY CORNER

Look out for innovative and creative ways to incorporate the HEART SMART family of oils into your daily menu in upcoming newsletters and other advertising media. The nutty flavour of HEART SMART Extra Virgin Organic Olive Oil can replace regular olive oil in any recipe.

The clean and crisp flavor of omega-9 rich HEART SMART safflower oil allows ingredients in vinaigrettes and marinades.

Linoleic acid and vitamin E rich organic HEART SMART sunflower oil, is also excellent for sautéing and is a versatile product for the pantry.

Chefs from the Montréal area will soon be sharing heart healthy recipes for the kitchen, backyard grill, or for the spontaneous creation of savory vinaigrettes. This culinary forum will focus on improving heart health without sacrificing the good things in life.

*In case you're wondering, the header was inspired by the number #1 hit of "Sly and the Family Stone."*

(1) "Inhibition of cholesterol absorption by phytosterol-replete wheat germ compared with phytosterol-depleted wheat germ," *American Journal of Clinical Nutrition*, Vol. 77, No. 6, 1385-1389, June 2003



Heart Smart Safflower Oil – Order Code #1395

Heart Smart Sunflower Oil – Order Code #1247

Heart Smart Olive Oil – Order Code #1399

# Carvacrol Content: *A Volatile Topic*

The exposure of the average North American to the venerable herb oregano until recent years was in a Bolognese sauce or Greek salad. Within the last decade, oregano has moved to the forefront of the wellness industry with an abundance of choices to the consumer at large.

*Researched & written by Gord Raza, B.Sc.*

The health benefits of oregano have been documented as far back as 400 BCE by Hippocrates, "the father of medicine." The compound carvacrol, a type of phenol, is the predominant component of oregano oil that accounts for an abundance of claims, ranging from flu and cold prevention to controlling acne. There are approximately 50 different species of the genus *Origanum* worldwide, each species with its own different concentration of essential volatile oils. The strength of these volatile oils is affected by elevation and climate the same way different vintages of wine vary annually.

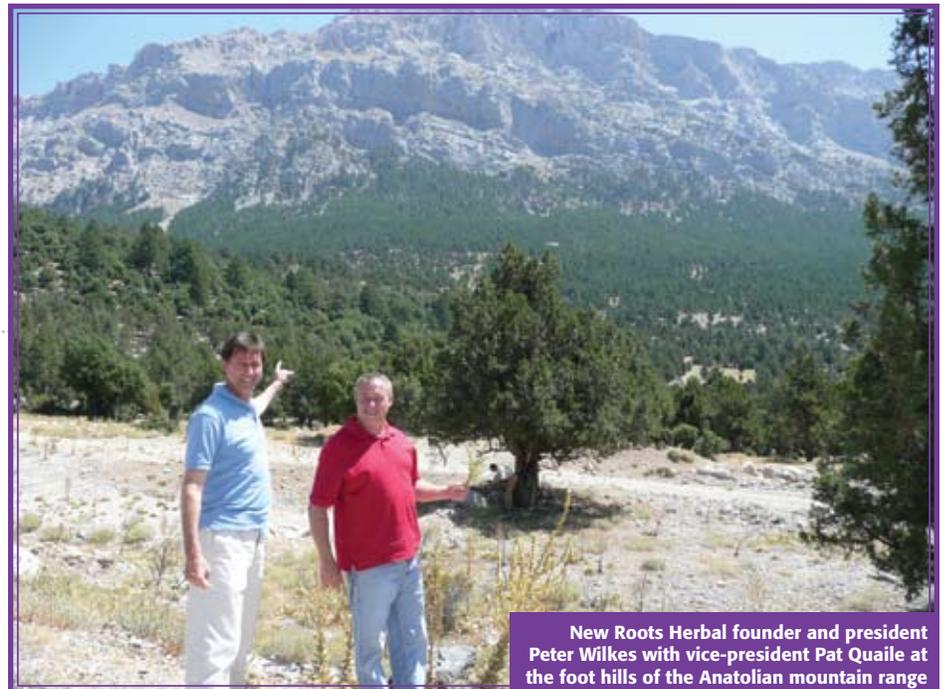
## WUTHERING HEIGHTS

The iconic 19<sup>th</sup> century novel aside, the product development team from New Roots Herbal scaled mountains to source oregano oil extracted from *Origanum minutiflorum*, a smaller leafed species with carvacrol concentrations of up to 93% of total volatile oils. This species of oregano thrives at altitudes in excess of 1500 metres; the high concentration of carvacrol is a survival mechanism for this species, and reflects the vigor required to flourish in a harsh climate. This species of oregano is wild crafted with sustainable harvesting methods. The vast majority of oregano oils on the commercial market are derived from the more common variety of oregano, *Origanum vulgare*. Many lower quality commercial oregano oils use commercially grown *Origanum onites*, which is known more for its culinary and ornamental applications.

## POUNDING THE RUBBLE

During the cold war between the United States and the Soviet Union, it was believed that both countries could destroy every major city 40 times over; this policy was referred to by the Americans as "Pounding the Rubble."

With the popularity of wild oregano oil and companies jockeying for market



New Roots Herbal founder and president Peter Wilkes with vice-president Pat Quaille at the foot hills of the Anatolian mountain range

share, the consumer is bombarded with claims of carvacrol concentration, and the percentage of oregano oil in the formula as the sole criteria for effectiveness. The product you choose does not have to scorch your pallet like rocket fuel to be effective. Oregano oil is effective for some applications in concentrations as low as 1%. A study reported in the *Journal of Applied Oral Science*<sup>(1)</sup> tested a 1% solution of carvacrol containing essential oil solution as a bactericidal mouthwash. The seven-day, 55-person trial showed significant reductions in plaque and symptoms of gingivitis. The purity of

the oregano oil and the quality of the supporting oil determine how effective a product will be in the long term.

Wild Oregano C93 is formulated by New Roots Herbal with the best quality oregano oil available (laboratory tested carvacrol concentrations of up to 93% of total volatile oils) blended with certified organic extra virgin olive oil to deliver exceptional medicinal value with a palate pleasing taste.

(1) "Effect of a novel essential oil mouthrinse without alcohol on gingivitis: a double-blinded randomized controlled trial", *Journal of Applied Oral Science*, Vol. 15, No. 3, May/June 2007