



# NaturalFacts

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

January 4 – February 15, 2010

*Get your body and mind  
back on track*



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

# Revive Your Body and Mind

Researched & written by Gord Raza, B.Sc.



## StrongBones

Strong Bones is formulated to prevent the onset of osteoporosis with microcrystalline hydroxyapatite, the most readily available form of dietary calcium, and the vitamins and minerals essential to maintaining a strong musculoskeletal system.



## Magnesium Bisglycinate

Magnesium is among the most important minerals in the human body, yet one that up to 75% of North Americans are deficient in. The chelated (attached) form of magnesium in magnesium bisglycinate offers maximum absorption to support strong bones, flexible connective tissue, and a healthy nervous system.



## SmartGinkgo

Uniquely formulated Smart Ginkgo is "food for thought" that improves memory, decreases stress and anxiety and increases mental awareness.



## Adrenal

Each tablet contains 200 mg of raw adrenal concentrate to support stress response and regulate sodium levels critical to osmotic regulation.



## WildOmega 3 EPA 660 DHA 330

Wild Omega 3 EPA 660 DHA 330 by New Roots Herbal is the most potent source of omega-3 fatty acids available. Wild Omega 3 improves your blood lipid profile as well as supports synapses (action potential between nerve cells).



Thank you for your continued support in this campaign. Together we will reach our goal!

Log on to  
[saveournaturalhealthproducts.ca](http://saveournaturalhealthproducts.ca)  
and voice your opposition

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# Maximize Your Immunity

January is the time of year when the cold and flu season is in full swing. The next wave of the H1N1 virus is looming in the near future. We are still waiting for a cure for the common cold. There are no known cures for those viruses: whether we get vaccinated for one flu strain or another, it gives us no guarantees that we will be "protected" from another new dynamic strain. New Roots Herbal offers two of the most comprehensive multivitamin formulas to strengthen the immune system and ensure your body has the nutrients to stay healthy and fight disease.

## Multi-Max

**CONTAINS:** 2 CAPSULES

### Vitamins:

A (Palmitate)	1046.56 mcg (1904.76 I.U.)
D3 (Cholecalciferol)	1.425 mcg (57 I.U.)
E (d-Alpha-Tocopheryl Acetate)	33.45 mg (50 I.U.)
<b>C (Calcium Ascorbate)</b>	<b>62.5 mg</b>
B1 (Thiamin HCl)	8.25 mg
B2 (Riboflavin HCl)	5 mg
<b>B2 (Riboflavin-5-Phosphate)</b>	<b>1.25 mg</b>
B3 (Niacinamide)	7.5 mg
<b>B3 (Inositol Hexanicotinate flush-free)</b>	<b>5 mg</b>
B5 (Pantothenic Acid)	11.5 mg
B6 (Pyridoxine HCl)	5 mg
<b>B6 (Pyridoxal-5-Phosphate)</b>	<b>1.25 mg</b>
<b>B12 (Methylcobalamin)</b>	<b>75 mcg</b>
Folic Acid	95 mcg
Biotin	16.5 mcg

### Minerals:

<b>Boron (Citrate)</b>	<b>125 mcg</b>
Magnesium (Citrate)	112.5 mg
Calcium (Citrate)	75 mg
Potassium (Citrate)	8.25 mg
Zinc (Citrate)	3.75 mg
Manganese (Citrate)	1 mg
Copper (Gluconate)	0.25 mg
Iodine (Kelp)	25 mcg
Chromium (HVP Chelate)	12.5 mcg
Selenium (HVP Chelate)	12.5 mcg

### Amino Acids:

L-Proline	22.5 mg
L-Cysteine	7.5 mg

### Supplements/Nutraceuticals:

<b>Green tea extract (50% Polyphenols)</b>	<b>60 mg</b>
Bioflavonoids (Citrus)	50 mg
<b>Bee Pollen</b>	<b>35 mg</b>
<b>Royal Jelly (6% 10-HAD)</b>	<b>30 mg</b>
<b>Alpha-Lipoic Acid</b>	<b>25 mg</b>
<b>Freedom Greens (powder)</b>	<b>25 mg</b>
DMG (N,N-Dimethylglycine)	20 mg
Betaine HCl	12.5 mg
Lecithin	8.25 mg
PABA (Para-Aminobenzoic Acid)	6.25 mg
Coenzyme Q10	6 mg
Plant Digestive Enzymes	5 mg
Rutin	5 mg
Choline Citrate	4.15 mg
Inositol	4.075 mg
Lycopene 5% (tomato)	3 mg
Hesperidin	2.5 mg
Quercetin	2.5 mg

**NON-MEDICINAL INGREDIENTS:** Vegetable magnesium stearate and silicon dioxide, in a **NON-GMO vegetable capsule** composed of vegetable cellulose and purified water.



## Multi-MaxImmune

**CONTAINS:** 2 CAPSULES

### Vitamins:

A (Palmitate)	1500 I.U.
<b>Beta-Carotene D. Salina as Pro-Vitamin A</b>	<b>2750 I.U.</b>
D3 (Cholecalciferol)	150 I.U.
<b>E (d-Alpha-Tocopheryl Acetate) NON-GMO</b>	<b>22.5 I.U.</b>
C (Calcium Ascorbate)	87.5 mg
B1 (Thiamin HCl)	8.75 mg
B2 (Riboflavin HCl)	8.75 mg
<b>B2 (Riboflavin-5-Phosphate)</b>	<b>3.75 mg</b>
B3 (Niacinamide)	25 mg
<b>B3 (Inositol Hexanicotinate flush-free)</b>	<b>25 mg</b>
B5 (Pantothenic Acid)	50 mg
B6 (Pyridoxine HCl)	50 mg
<b>B6 (Pyridoxal-5-Phosphate)</b>	<b>2.5 mg</b>
B12 (Methylcobalamin)	250 mcg
Biotin	75 mcg
Folic Acid	250 mcg

### Minerals:

Magnesium (Citrate)	75 mg
Calcium (Citrate)	62.5 mg
Potassium (Citrate)	6.25 mg
Zinc (Citrate)	6.25 mg
Manganese (Citrate)	3.75 mg
Copper (Gluconate)	1 mg
Boron (Citrate)	0.5 mg
Molybdenum (Citrate)	87.5 mcg
Chromium (HVP chelate)	62.5 mcg
Selenium (HVP chelate)	50 mcg
Iodine (Potassium Iodide)	25 mcg

### Amino Acids:

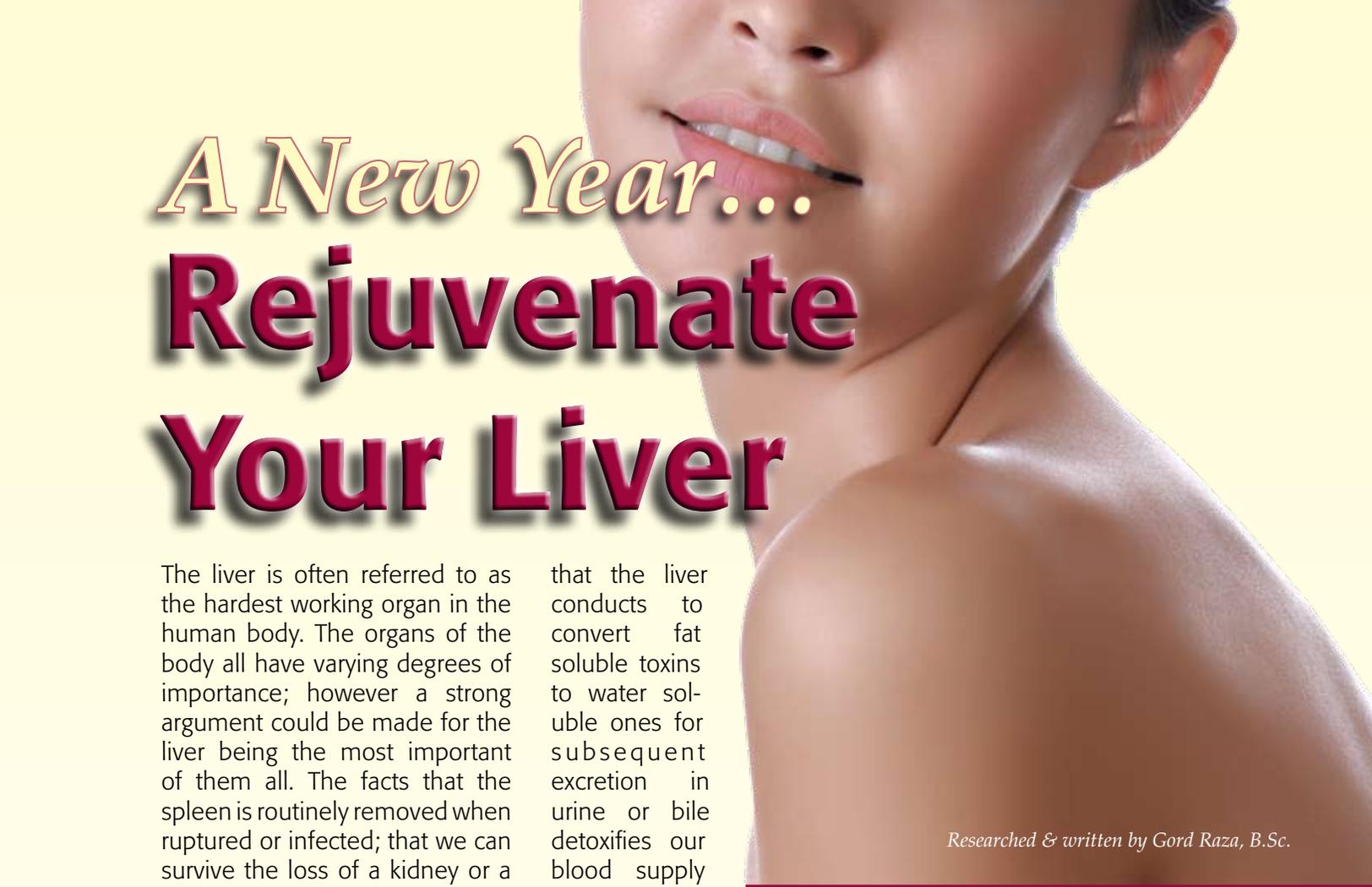
DL-Methionine	50 mg
L-Cysteine	7.5 mg
L-Taurine	6.25 mg

### Supplements/Nutraceuticals:

Grapeseed extract 95% (5000:1 extract 30 mg)	= 37,000 mg
Green tea extract (50% Polyphenols)	50 mg
<b>Sterols &amp; Sterolins (NON-GMO)</b>	<b>38.75 mg</b>
Choline Bitartrate	28 mg
<b>Arabinogalactan (Larch extract)</b>	<b>25 mg</b>
PABA (Para-Aminobenzoic Acid)	18.75 mg
Alpha-Lipoic Acid	12.5 mg
Betaine HCl	12.5 mg
Rutin	11.25 mg
<b>Resveratrol 50%</b>	<b>10 mg</b>
Inositol	8.75 mg
Colostrum 30%	7.5 mg
Freedom Greens (powder)	7.5 mg
Hesperidin 98%	7.5 mg
Bioflavonoids (Citrus)	6.25 mg
DMG (N,N-Dimethylglycine)	6.25 mg
Lutein 5% (Marigold)	6.25 mg
Coenzyme Q10 (Ubiquinone)	6 mg
Lycopene 5% (tomato)	5 mg
<b>Plant Digestive Enzymes</b>	<b>5 mg</b>
<b>Choline Citrate</b>	<b>3.75 mg</b>
Lecithin	3.75 mg
<b>Astaxanthin 2%</b>	<b>1 mg</b>
<b>Zeaxanthin 20%</b>	<b>1 mg</b>

**NON-MEDICAL INGREDIENTS:** Vegetable magnesium stearate and silicon dioxide, in a **NON-GMO vegetable capsule** composed of vegetable cellulose and purified water.

Researched & written by Gord Raza, B.Sc.



# *A New Year...* **Rejuvenate Your Liver**

The liver is often referred to as the hardest working organ in the human body. The organs of the body all have varying degrees of importance; however a strong argument could be made for the liver being the most important of them all. The facts that the spleen is routinely removed when ruptured or infected; that we can survive the loss of a kidney or a lung; that appendectomies are bread and butter procedures for North Americans; and that people can lead productive lives after the resection of large amounts of their intestines, all serve to support the argument for the liver being the most important organ to human life.

## **Minister of Defence**

The liver has a variety of functions, including the production of bile for the digestion and absorption of fats; red blood cells for oxygen transport; and it is also a storage site for vitamins, minerals and trace metals such as iron and copper. The additional task of neutralizing modern environmental toxins, along with the toxic chemicals produced by the body, often leaves the liver in need of support. The complex series of enzymatic reactions

that the liver conducts to convert fat soluble toxins to water soluble ones for subsequent excretion in urine or bile detoxifies our blood supply and protects all of our organs from tissue damage.

## **Scheduled Maintenance**

Considering that the liver filters approximately 2 litres of blood per minute, one would assume that some form of scheduled maintenance would be in order; we do replace our car's oil filter at every oil change. Unfortunately the liver is irreplaceable, but there are many natural ways to support optimal liver function and reap the many health rewards of a healthy liver.

**Liver Milk Thistle**, formulated by New Roots Herbal, is a natural formula designed to detoxify and rebuild the major organ responsible for detoxification.

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

The heart of the formula lies in the silymarin standardized 20:1 extract of milk thistle. Silymarin increases the liver's ability to detoxify hormones, drugs, and chemicals. Silymarin also prevents liver damage and encourages growth of new liver cells. The flavonoids in dandelion root facilitate the ease of flow of toxic-laden bile from the liver, along with protecting the common bile duct and gall bladder from inflammation and infection. Curcumin extract increases bile production and acts as a powerful antioxidant. Artichoke extract, black radish and beets all contribute to stimulating bile production and cleansing the liver of the toxic by-products of its hard work. Alpha-lipoic acid is a complementary ingredient for additional antioxidant activity and heavy metal excretion.

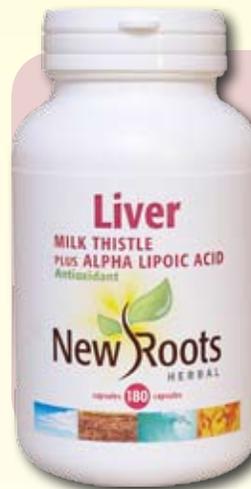
## Protector

- Contains the "master antioxidant" glutathione to regulate vitamin C and E function
- N-Acetylcysteine works synergistically with antioxidant enzymes to support liver function
- Alpha-lipoic acid recycles glutathione and extends metabolic life spans of other antioxidants
- Regenerates oxidized vitamin E to support hepatic function
- Protects liver from harmful viruses



## HappySkin

- Cleanses the liver and blood supply
- Provides antimicrobial protection
- Contains the alkaloid berberine to ward off fungal and bacterial infections
- Stimulates bile production to promote excretion of toxins
- Promotes toxin release through pores of skin

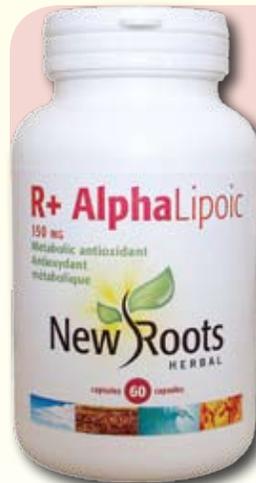


## Liver Milk Thistle

- Beautifies the skin
- Silymarin extract promotes regeneration of liver cells
- Promotes programmed cell death of liver cancer cells
- Powerful antioxidant protection
- Artichoke 5% cynarin extract protects from toxins, stimulates bile production, and regenerates liver cells
- Curcumin extract 95% is a powerful antioxidant, stimulates bile production, and protects from toxins, chemicals, and alcohol abuse

The New Year is a time when your liver could use a helping hand following various excesses with alcohol, caffeine, and foods rich in saturated fats. **Liver Milk Thistle** can be taken as part of a daily regimen or in increased dosage as part of a 60 or 90-day rejuvenation program. Taking into consideration the fact that the liver creates approximately a litre of bile per day, adequate dietary fiber supplementation, with a product such as **Plantago**, which can absorb and promote the excretion of bile and avoid secondary absorption of toxins, becomes all the more important.

It's never too late to restore optimal hepatic function to increase energy, stamina, resistance to disease, and release subcutaneous toxins. This helps eliminate blemishes, acne, age spots, bags under the eyes and leaves skin with a youthful appearance.



## R+ AlphaLipoic

- Stimulates bile production and ease of flow
- Triggers energy production at the mitochondrial level
- Operates as both a water- and a fat- soluble antioxidant
- Chelates toxic metal to protect liver from oxidative damage

## FiberUltra Rich – Plantago + F.O.S.

- Enriched psyllium husks formulated with probiotics promote probiotic bacterial growth, absorb toxins, and reduce stagnation of fecal matter in the intestines to support the liver in detoxification



*The average life expectancy of Canadians is on the rise: in 1961 the benchmark was 71 years; in 1970 it was 73; and statistics show an average of 81.2 for the year 2009. Our longer life spans have ironically left us prone to several diseases that are age-related to a large extent. Osteoporosis-related hip fractures are decreasing, perhaps as a result of awareness and calcium supplementation. Hearing loss is gradual and seems to be accepted with complacency, a large percentage of seniors being too vain to wear hearing aids. Vision impairment is on the rise with age and the question is: how will our eyesight keep pace with our longer life expectancy?*

Vision is among the most critical factors affecting our independence as we age: we routinely get our eyeglass prescriptions updated. However, cataracts and macular degeneration have emerged as two of the most common age-related eye disorders to threaten our quality of life. FORSIGHT is formulated to address the many factors that contribute to macular degeneration with pure lutein to reinforce the macula (the center of the retina responsible for processing details in the heart of our field of vision). The blend of vitamins and nutraceuticals also promotes the overall well-being of our eyes. The ingredients within the formula help the eyes cope with pollution,

oxidative stress and overall fatigue related to continuous hours of computer work and detail-oriented tasks. The vitamins in FORSIGHT also improve arterial elasticity to nourish the eyes with an oxygen-laden blood supply. Bilberry, copper and zinc are among the ingredients that improve night vision. FORSIGHT is among the most comprehensive vision formulas available.

**More Lutein: The Reason FORSIGHT Works So Well!**

Many companies will claim that their products contain pure 10% lutein when in reality their lutein is only 5%



A close-up photograph of a woman's eyes, looking directly at the camera. The image is slightly blurred, focusing on the eyes. The background is a soft, out-of-focus light color.

# Protect Your Eyes with **FORSIGHT**

*The only vision formula that  
contains pure lutein.*

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

as their testing methods measure the other carotenoids (of which lutein is but a type) to produce a false total of 10% lutein. Test results of these combinations will reveal a mere 5% lutein content, however the product label will claim 10% based on the entire combination of carotenoids.

Our lutein is compared to a sample from Sigma-Aldrich (a leading Life Science and High Technology company who supplies the purest of ingredients). The lutein used in FORSIGHT is pure lutein that tests at 10% and still

contains the other beneficial carotenoids as well. ***In other words, our lutein is twice as potent as the lutein used in other formulas.***

### **For Your Eyes Only**

Our lutein is sourced from marigold flowers – the best source for a nutraceutical formula.

### **Open Your Eyes to the Benefits**

With today's ever-accumulating pollution and diminishing nutrient quality of foods, nutrition for your eyes has

never been more important. The World Health Organization (WHO) reports that age-related cataracts are responsible for 48% of world blindness. Studies show that improved nutrition may reduce vision loss associated with aging and be particularly helpful in the prevention of cataracts, age-related macular degeneration and other diseases that affect your eyes.

FORSIGHT combines traditional knowledge and experience with current cutting-edge science to provide a high-quality blend of nutrients that is designed to maintain important eye functions.



# How

# LIGHT

# Tells A Story

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

**T**he product line at New Roots Herbal has expanded considerably over the past decade with a focus on multi ingredient formulas to address the many health and wellness issues we face both today and in the future. The 300-plus single and multi-ingredient formulas call upon many different raw materials sourced worldwide. Identical species of herbs and extracts bear an array of exotic regional names and

varying concentrations of active ingredients: to maintain the integrity and quality of a product from one production run to the next, the raw materials must be tested for identity, potency, and purity.

The analytical laboratory features a workhorse of analytical tools, including 3 High Performance Liquid Chromatography (HPLC) machines. There are four basic steps involved in High

Performance Liquid Chromatography: sample preparation, 2 mobile phases, stationary phase, and the detector phase.

*Sample preparation* is critical from the perspective that poorly prepared samples compromise performance and jeopardize the accuracy of results. Sample concentration is the process of extracting the compound of interest to adequate levels for measurement. The elimination

# Each sample is tested 3 times for better control

of contaminants within a sample yield clean, informative results. The preparation of the compound in solution is the process that precedes the mobile phase.

The two *mobile phases* expose the sample solution to two different solvents that further isolate the compound of interest prior to being pumped through the column at approximately 3000 psi. The most commonly used solvents are methanol and acetonitrile.

## Collecting Columns

The *stationary phase* is where the identification process begins. Once the compounds have been isolated and dissolved in the proper concentration within the solution, it passes through the stationary phase.

The stationary phase is a stainless steel column packed with silica: the extent of adhesion the compound has for the silica within the column is measured as retention time and is a trait used for identification. With

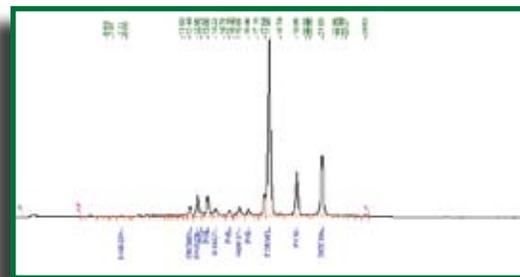
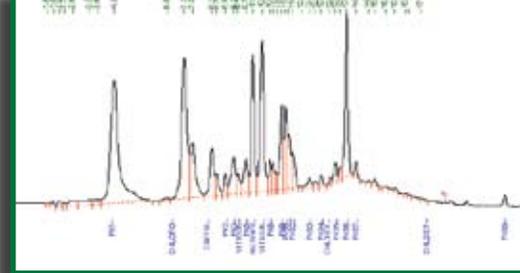
the worldwide growth of the natural health product industry, the diversity of raw materials requires a significant investment in columns.

The vast library of columns in the New Roots Herbal laboratory permits us to evaluate all raw materials for identity and potency.

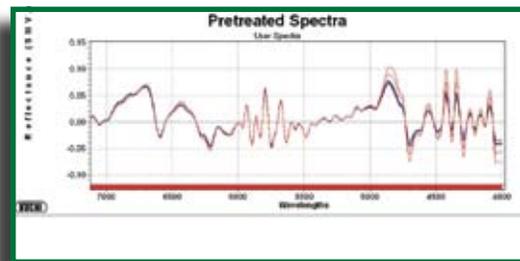
## A Picture Tells A Thousand Words

The literature for the HPLC's at New Roots Herbal promotes getting answers as opposed to simply data. The DAD (diode array detector) determines the identity of the target compound with pinpoint accuracy by means of peak profile readings at extremely high or low concentrations.

The DAD readings, along with retention times interpreted from the stationary phase, allow us to verify all raw materials before inclusion in any New Roots Herbal formula.



We have  
25 columns  
and  
3 ovens



## Pioneering the Near Infra-Red Technology

The nature of natural health products makes it difficult to identify herbal products. The HPLC is very effective at identifying chemical components of plants; however, it was not conceived to identify the profile of a plant. To fill this vacuum, we utilize Near Infra-Red technology to facilitate testing and complement our quality control. With Near IR we are able to identify that a material is the same in all ways as a comparative sample. This allows us to increase control on the quality of our raw materials and ensure raw materials have not been adulterated or mimicked by spiking specific components. Thanks to Near IR technology in our testing arsenal, we are able to more effectively screen raw materials and ensure even greater consistency in our products.

# Resolutions

Researched & written by Gord Raza, B.Sc.

**I**t's New Year's Day: did anyone ask you if had made any New Year's Resolutions last night? Every North American top ten list of resolutions is dominated by health related issues. Losing weight, starting an exercise regimen, and quitting smoking are perennial picks. Turn on your television in January and you'll be exposed to cookies that claim to be smart, 20-minute workouts delivering washboard abdominal muscles, and smoking cessation programs with side effects worse than smoking.

## A Resolution Within Reach

**Slimmer System**, uniquely formulated to complement an active lifestyle for safe, side effect-free weight loss is among the most comprehensive products available in the natural health industry.

Green tea with a 75% EGCG content boosts metabolic function along with acting as an appetite suppressant.

*Garcinia cambogia* promotes weight loss in a two-fold manner: it inhibits fat storage and suppresses appetite.

Authentic *Hoodia gordonii*, sourced from the Kalahari desert, is a natural powdered extract that influences the satiation center of the brain to make the stomach feel full.

Chromium picolinate works to improve insulin sensitivity, as the maintenance of proper blood sugar levels is critical to effective weight loss.



Several other ingredients complement the formula to inhibit fat synthesis, curb appetite, and improve metabolic function. **Slimmer System** also delivers 100% of the recommended daily allowance (RDA) of vitamins A, C, E, B2, B3, B6 and B12.

## Cholesterol Levels: An Important Indicator of Overall Cardiovascular Health

Newly formulated **Lower Cholesterol** can be a valuable asset to control cholesterol levels when diet and lifestyle need a helping hand. **Lower Cholesterol** addresses the two principal factors that determine lipid levels.

Plant-derived phytosterols compete with LDL-cholesterol for absorption sites at the intestinal level and disrupt the process that increases their solubility.

Guggul, an extract from the bark of *Commiphora wightii* (or Mukul

myrrh tree), work at the hepatic level to improve the conversion of LDL-cholesterol to bile salts for excretion.

## The Taste That Will Make You Quit

As a result of greater awareness and education, the percentage of North Americans who smoke is declining. **Stop Smoking** offers a natural approach for those that have the will to stop, but need a little more power. **Stop Smoking** is formulated with three main ingredients that work synergistically to help you break the habit.

The isolate isolobine, sourced from lobelia leaves and seeds, mimics nicotine to curb cravings.

Certified organic plantain creates an aversion to the taste of tobacco and is an excellent expectorant.

Chlorophyll-rich alfalfa is included for its cleansing and detoxification characteristics.

# Culinary Corner

Researched & written by Gord Raza, B.Sc.

## Champagne Vinaigrette

Don't throw away that leftover champagne; try this clean crisp vinaigrette for a fresh flavour in the New Year.

### Étape Onze Champagne and chive vinaigrette

120 ml (½ cup / 4 ounces)

**HeartSmart Olive Oil**

60 ml (¼ cup / 2 ounces)

Champagne

30 ml (⅓ cup / 1 ounce)

White wine vinegar

½ teaspoon

Fleur de sel or sea salt

½ teaspoon

Freshly ground pepper

¼ cup

Chives (diced)

Whisk in ½ teaspoon of Dijon mustard or to taste

Try this vinaigrette with endives, cherry tomatoes, and some extra old crumbled cheddar.



## Table Manners

Have you ever found that your family recipe for Bolognese sauce needed a little kick start, but were reluctant to insult the chef by reaching for the hot sauce?

Try a few drops of **WildOregano C93** at the dinner table to add a little complexity to your dinner for protection during cold and flu season.



## Habanero Honey

Finely dice a couple of habanero\* peppers (including seeds)

Sauté for approximately

10 minutes at medium heat in ¼ cup **HeartSmart Safflower Oil** or **HeartSmart Olive Oil**

Add ¾ cup of organic honey and whisk in the pan until homogenous

Refrigerate in a Mason jar; it will keep several months

You knew this was coming: Try a little on some toasted multigrain bread with natural non-hydrogenated peanut butter or any recipe that calls for "sweet heat."

*\*any hot peppers will do*

## Upcoming Advertisements:

- Acidophilus Ultra
- Cho-less-terin
- Energy
- Heart Smart Olive Oil
- Infla-Heal Plus
- Prevent
- Vitamin C<sup>8</sup>
- Immune Antioxidant Complex
- Vitamin E<sup>8</sup>
- Wild Omega 3 660:330
- Wild Oregano C93

## Look for Us in These Magazines:

- Alive
- Alive + Fit
- Common Ground
- Émeraude Plus
- Healthy Directions
- The Herbal Collective
- Le Journal Vert
- Synchronicity
- Tonic Toronto
- Vitality

## Products In Progress:

- **Sleep 8**  
A formula developed for stress management and sleep disorders
- **Probiotic Rescue**  
A 50-billion-cell per capsule treatment for irritable bowel syndrome