



Natural Facts

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

June 1st to July 31st, 2011

Feel Healthy, Young &
in Great Shape for the
Summer



Exclusively for Finer Health Food Stores

ON THE HORIZON

Hair&Scalp

This summer, New Roots Herbal will launch **Hair&Scalp**, a formula that focuses on the prevention of hair loss and promotion of hair growth. Hair loss has long been accepted as a natural by-product of the process of ageing. However, the appearance of thinning hair can bring a corresponding loss of self-esteem that can affect almost every aspect of daily life.

Excessive hair loss can also be the tip of the iceberg for a cascade of health problems of both physical and psychological origin for both women and men.

Pattern hair loss affects 38% of women, according to Dr. Jerry Shapiro of the University of British Columbia's Department of Dermatology. Furthermore, the drop in estrogen levels for women following menopause leaves them more prone to hair loss, as estrogen counterbalances the effects of blood serum levels of dihydrotestosterone (DHT), the root cause of hair loss. DHT is known to bind to receptors deep in the hair follicles to prevent hair growth.

The therapeutic benefits of 16 nutraceuticals and vitamins target the underlying factors that cause thinning hair for both genders. **Hair&Scalp** by New Roots Herbal can also reap systemic benefits of increased energy, vigour, and resistance to many diseases, including those of hormonal origin such as benign prostatic hyperplasia and polycystic ovarian syndrome.

Hair&Scalp contains the following follicle-friendly vitamins and nutraceuticals:

- **Saw palmetto 95%:** Beta-sitosterol-rich saw palmetto inhibits production of an enzyme that triggers the conversion of testosterone to DHT.
- **Grape seed extract 95% oligomeric proanthocyanidins:** The oligomeric proanthocyanidins (OPCs) in grape seeds exert an inhibitory effect on the conversion of testosterone to DHT.
- **Green tea extract 75% EGCG:** The compounds found in green tea (catechins) promote higher levels of globulin that stabilize circulating testosterone to deter its conversion to DHT.
- **Flax seed lignans:** Secoisolariciresinol diglucoside (SDG) is the compound in flax that extends the broad spectrum effectiveness of **Hair&Scalp**. SDG inhibits production of the enzyme 5-alpha reductase that converts testosterone to potentially harmful DHT.
- **B-complex vitamins:** The B-complex vitamins present in **Hair&Scalp** promote the production of keratin, the pivotal protein in hair, skin, and nails. B vitamins also improve microcirculation critical for productive hair follicles, and promote the effectiveness and bioavailability of the natural nutrients in **Hair&Scalp**.
- **L-Taurine:** L-Taurine blocks the protein TGF- β , responsible for hair follicle inflammation and miniaturization.

- **Horsetail 7% silica:** Silica-rich horsetail also contains fatty acids and flavonoids that promote hair quality and stimulate microcirculation to fortify and invigorate hair follicles.
- **Vitamin D3 (cholecalciferol):** A deficiency of the sunshine vitamin can contribute to hair loss. Animal trials at the UCLA School of Medicine have also shown vitamin D3 to stimulate hair growth.
- **Pumpkin seed oil:** Mineral-rich pumpkin seed contains compounds that deter the transformation of testosterone to DHT.
- **Fish oil 40% EPA/20% DHA:** Nutritionists at NYU Medical Center note that a subclinical deficiency of the omega-3 fatty acids (good fats) found in fish oil can negatively affect hair growth.
- **Certified organic evening primrose oil 10% GLA:** Evening primrose oil contains linoleic and gamma-linolenic acids that promote overall health benefits that may include the prevention of hair loss.
- **Stinging nettle 1% silicic acid:** Research in Germany suggests the active ingredients in stinging nettle can work to block the production of DHT.

D-MannosePlus

Side-effect-free relief from urinary tract infections.

Available in powder form, **D-MannosePlus** is formulated as an effective alternative to antibiotics for the treatment of often-recurring urinary tract infections (UTIs). Antibiotic therapy for UTIs can disrupt the natural balance of beneficial bacteria and contribute to the development of menacing antibiotic-resistant bacterial strains.

D-MannosePlus is formulated with therapeutic proportions of three proven natural ingredients. **D-Mannose** is a simple naturally-occurring sugar that is not converted to glycogen in the liver; it enters the blood stream directly, and upon exposure within the kidney, it **attaches to *Escherichia coli* bacteria for harmless excretion**. The effectiveness of D-mannose is reflected by the fact that approximately eighty percent of UTIs result from infections caused by *E. coli*.

D-MannosePlus also contains proanthocyanidin-rich cranberry (107x concentrate). Proanthocyanidins prevent the adherence of *E. coli* within the entire urinary tract.

The probiotic *Lactobacillus rhamnosus* included in **D-MannosePlus** is a specialized probiotic strain recognized for its effectiveness with antibiotic-resistant bacterial strains. *L. rhamnosus* is **extremely resistant to stomach acids**, and produces compounds (surfactants) that disrupt pathogenic bacterial strains from adhering to the lining of the urinary tract.

D-MannosePlus is available in 50 g format.

CODE 1549

Please note that we will be closed on:

- St. Jean Baptiste, June 24, 2011
- Canada Day, July 1st, 2011

All texts researched & written by Gord Raza, B.Sc.

NEW ROOTS HERBAL

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www.newrootsherbal.com



*Live Longer,
Stay Stronger,
Look Great and
Feel Younger*

with
AgeLess Telomeres



AgeLess Telomeres contains a special standardized extract of astragalus that preserves telomeres (protective DNA strands) which preserve genetic information during cell replication to slow down the aging process.

CODE 1428

MEMBERSHIP HAS ITS PRIVILEGES

New Roots Herbal is a member of the NHP Research Society of Canada. This organization's mission statement is to facilitate and support meaningful,

scientifically rigorous research and education in the field of natural health products (NHPs).



Membership allows us to be connected with and share knowledge and information with an international network of researchers within our dynamic industry.



CODES 296-297-950

INGREDIENTS (PER 6 VEGETABLE CAPSULES) :

Microcrystalline hydroxyapatite (freeze-dried MCHA)	3600 mg
Providing:	
Elemental calcium (MCHA)	900 mg
Phosphorus (MCHA)	450 mg
Protein (MCHA)	900 mg
Magnesium bisglycinate (725 mg)	
Providing:	
Elemental magnesium	145 mg
Zinc (monomethionine)	9.3 mg
Manganese (citrate)	2.79 mg
Copper (citrate)	930 mcg
Boron citrate	4 mg
Vitamin B1 (thiamin HCl)	4.65 mg
Vitamin K2 (menaquinone 4)	83 mcg
Vitamin K2 (menaquinone 7)	10 mcg
Horsetail herb extract 7% (source of silica)	30 mg
Vitamin D3 (cholecalciferol)	1000 IU
Vitamin C (ascorbic acid)	186 mg
L-Lysine	300 mg
L-Proline	300 mg
Glucosamine sulfate (sodium-free)	252 mg
Vitamin B12 (methylcobalamin)	150 mcg
Folic acid (as folate)	500 mcg
Curcumin 95% curcuminoids	20 mg
Lutein	2 mg
Grape seed extract 95% proanthocyanidins	60 mg
Green tea 75% EGCG	42 mg
Lycopene	5 mg

Support for Strong Bones

Recently at the CHFA trade show in Vancouver, we received compliments regarding the performance of Strong Bones from a store owner with a customer who had severe onset of osteoporosis, located primarily in one of his legs (femur). Following a 4-month regimen with Strong Bones, the person's bone density scan revealed a complete reversal of the bone-thinning symptomatic of osteoporosis.

Ossification is the ongoing process of bone formation resulting from the delicate balance of bone building by osteoblasts, coupled with the bone resorption activity of osteoclasts.

Osteoblasts do not make minerals; they must harvest them from the blood supply. The calcium (microcrystalline hydroxyapatite) in Strong Bones is the most bioavailable organic form of calcium available in supplement form. Therapeutic levels of vitamins

and specialized extracts maximize intestinal absorption of this form of calcium and promote the bone-building process while limiting the process of bone depletion.

Osteoporosis is a symptomless, painless disease until the onset of a fractured wrist or hip. However, chronic back pain is a symptom that can be caused by the thinning of bones in the lumbar region and can be felt from simply standing or doing routine activities around the house.

Supplementation with Strong Bones not only promotes a strong skeletal system; it also promotes the bones' function as dynamic organs responsible for the production of red and white blood cells, mineral storage, and maintaining the body's acid/base balance critical to the maintenance of overall well-being.



Praise from Our Peers

Omega-3 supplementation has made all the experts top 10 lists of must-have supplements for overall well-being. The selection is so vast that the unwary consumer has to be aware of oil slicks as they pass by barrels of inferior discontinued brands of fish oils even at their local grocery store.

One of our competitor's sales representatives recently confided to us that they analyzed our Wild Omega 3 EPA 660 mg DHA 330 mg and compared it to their product and other leading products in our industry. They determined that ours is the best DHA/EPA value available.

The assurance that our fish oil is tested thoroughly for potency, purity, PCBs, peroxide, anisidine value and toxic heavy metals is also built into the value of every New Roots Herbal softgel.

The potency of New Roots Herbal's Wild Omega 3 EPA 660 mg DHA 330 mg is also among the best available to Canadian consumers. High EPA content in a fish oil supplement helps alleviate joint pain associated with arthritis, and improves the health of arterial walls. Maintaining adequate levels of DHA (docosahexaenoic acid) is essential for brain and nerve development, and strengthens the myelin sheath that insulates nerves throughout the body.

Clinical trials have also shown omega-3 supplementation to be effective for the management of depression and bipolar disorders.

Our Wild Omega 3 EPA 660 mg DHA 330 mg will soon be available with an additional 500 IU of vitamin D3 per softgel to promote the uptake of calcium and phosphorus to maintain strong bones and teeth.

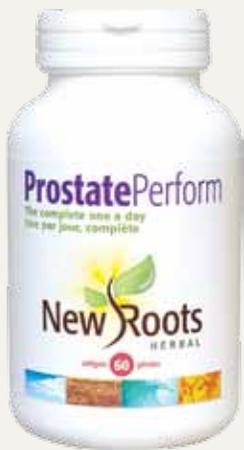


CODES 1253-1280



Stand By

Men are notorious for avoiding health concerns. The reference of men being more concerned about the “Check Engine Light” on their dash than their own body’s warning signs are typical. New Roots Herbal has a few supplement suggestions relevant to men’s health.



CODES 1049-256-890-891



CODE 1079

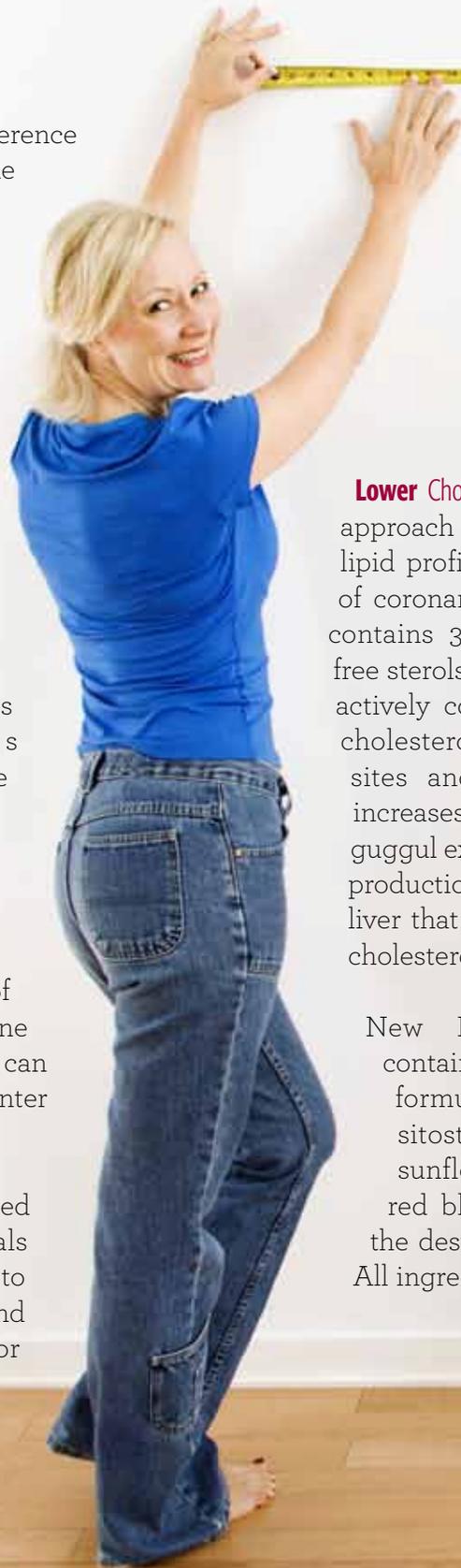
Prostate Perform and **Clean Flow** work well in tandem to promote often-neglected genitourinary health. **Prostate Perform** contains compounds that inhibit the conversion of

testosterone to DHT and offer natural protection from benign prostatic hyperplasia (BPH) and diseases of the bladder and entire urinary tract. **Clean Flow** contains a mosaic of fifteen natural ingredients recognized for the promotion of optimal kidney function and performance of the entire urinary tract. Consider this duo as a pain-free tune up for an aspect of men’s health that can compromise quality of life as they enter in the middle age years.

Multi-Max Immune contains advanced forms of vitamins and minerals formulated with 17 nutraceuticals to fortify immune system function and provide full-spectrum support for optimal health.



CODES 1236-225-253

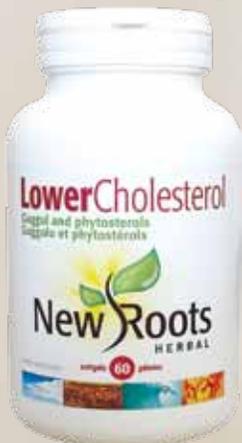


Lower Cholesterol is an excellent approach for the management of lipid profiles critical for the prevention of coronary heart disease. Each capsule contains 350 mg of phytosterols (plant free sterols). Phytosterols or plant sterols actively compete with harmful cholesterol for intestinal absorption sites and disrupt the process, which increases their solubility. The 500 mg guggul extract per capsule prevents the production of a compound within the liver that limits the conversion of cholesterol to bile salts for excretion.

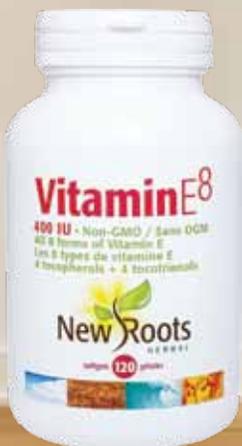
New Roots Herbal’s **Vitamin E** contains all eight forms of vitamin E formulated with squalene, phytosterols, and certified organic sunflower oil. Vitamin E supports red blood cells and helps prevent the destruction of vitamins A and C. All ingredients are certified non-GMO.

Your Man

two-fold
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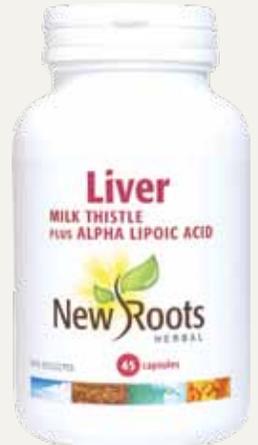
CODE 1340



CODES 1093-1096



Liver supports hepatic function with a comprehensive formula containing standardized extracts and cutting-edge nutraceuticals. With the reluctance of men to use topical products for skin care, the added health benefits of New Roots Herbal's Liver for toxin removal from deep within the skin's regenerative tissue promotes healthy, vibrant skin. Liver is also excellent to remove the toxins accumulated from living and/or working in polluted environments and alcohol use.



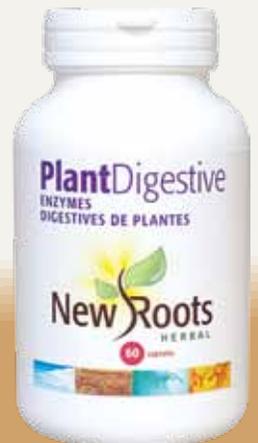
CODES 210-206-859

Sleep⁸ offers side-effect-free, non-addictive, natural support for the restoration of normal sleep patterns and restorative sleep. Most men have some sort of sleep issue, yet are more reluctant than women to treat them.



CODES 1403-1443

New Roots Herbal's **Plant Digestive Enzymes** provides your body with the enzymes vital for a better assimilation of vitamins, minerals and nutrients. Commercially available food sources often lack the enzymes necessary for effective digestion due to processing techniques and the use of preservatives to prolong shelf life.



CODES 1309-1310-1311

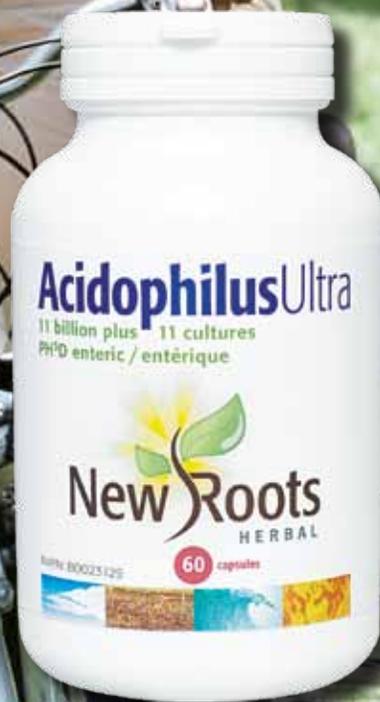
MORE STRAINS MORE GAINS

Research in probiotics is among the most dynamic domains of research within the health and wellness industry. Classification is an arbitrary method to organize the approximately 400 microorganisms that inhabit the human gastrointestinal tract. The criteria for classification include resistance of cell walls to Gram stain, whether the cells are round- or rod-shaped, the ability to grow with or without oxygen, their intestinal habitat, and the specific DNA code of the organism, to name a few.

Probiotic research has led to the reclassification and elevation of the *helveticus* subspecies of *L. acidophilus* to species status. The *L. acidophilus* strain (R0148) has been added to ensure an even broader spectrum of health benefits from New Roots Herbal's Acidophilus Ultra.

11 cultures 11 billion
AU
 Acidophilus Ultra

*With the initials **AU**,
 it's no coincidence
 we're the gold
 standard
 for probiotic
 performance within
 our industry.*



Probiotic that contributes to a natural healthy gut flora.

Each PH^D natural enteric coated vegetable capsule contains 11 cultures of 11 billion live active healthy cells:

<i>Lactobacillus acidophilus</i> (R0148)	605 million CFU
<i>Lactobacillus helveticus</i> (R0052)	550 million CFU
<i>Lactobacillus plantarum</i> (R1012)	440 million CFU
<i>Lactobacillus casei</i> (R0215)	440 million CFU
<i>Bifidobacterium longum</i> (R0175)	330 million CFU
<i>Bifidobacterium infantis</i> (R0033)	330 million CFU
<i>Bifidobacterium breve</i> (R0070)	330 million CFU
<i>Lactobacillus rhamnosus</i> (R1039)	3.3 billion CFU
<i>Lactobacillus rhamnosus</i> (R0011)	4.4 billion CFU

CODES 1270-4-495-940

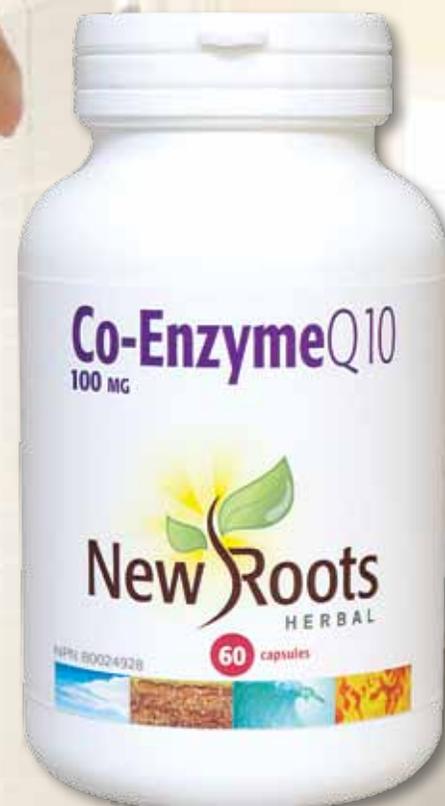
Ubiquinone vs. Ubiquinol: the CoQ₁₀ Debate

Coenzyme Q₁₀ is a vitamin-like compound that serves two distinct and critical roles in both energy production and antioxidant protection. It plays a vital role in the generation of over 90% of the body's energy needs within the mitochondria (cellular power plants). The antioxidant action of CoQ₁₀ includes neutralizing free radicals, preventing the plaque formation from LDL cholesterol, and shielding mitochondrial DNA from oxidative stress.

There are two forms of CoQ₁₀ that coexist in the human body: ubiquinone and ubiquinol. Ubiquinone is the oxidized form used for energy creation; ubiquinol is the reduced form that exerts antioxidant protection.

Marketers of ubiquinol claim their more expensive version of CoQ₁₀ is more biologically active; however, the body can transform one to another to respond to its demands. The dynamic relationship of these two compounds is referred to as a redox pairing. The pros and cons include higher bioavailability for ubiquinol, yet weaker resistance to harsh stomach acids. Ubiquinol is also highly unstable when exposed to air, which ironically may cause it to transform to ubiquinone during manufacturing to negate its proposed advantages.

With the Center for Disease Control reporting that one in four American men over 45 take prescription statins, the market for CoQ₁₀ supplementation to address the side effects of statin use alone is immense. In conclusion, since the introduction of ubiquinol to the commercial marketplace in 2006, there have been a handful of peer-reviewed human clinical trials supporting its effectiveness. Ubiquinone, on the other hand, has several hundred clinical trials that support its effectiveness for a vast array of illnesses.

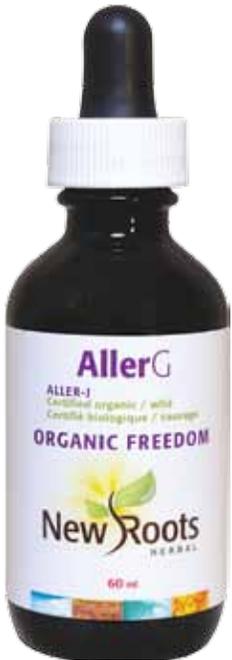


CODES 679-681-682-288-1290

EACH VEGETABLE CAPSULE CONTAINS:

Coenzyme Q10 (Ubiquinone-10 from Japan)
(bacterial fermentation) 30, 60, 100 or 300 mg

Preventing Airborne Allergen Agony



Aller-G herbal extract contains four beneficial certified organic botanicals that address the irritated eyes and runny nose common to seasonal allergy sufferers.

CODE 649

From San Antonio to Saskatoon, the term “airborne” strikes fear into millions of North Americans. Due to global warming, hay fever season caused by airborne ragweed pollen is enjoying an extended growing season.

The Intergovernmental Panel on Climate Change tracked the duration of the frost-free period from Texas north to Saskatchewan. A direct correlation between latitude and frost-free period was measured over a 15-year period, with Saskatoon measuring a whopping additional 27 frost-free days.

With the longer growing season and increased pollen production due to greenhouse gases, each ragweed plant can easily produce upwards of a billion spores per allergy season.

New Roots Herbal has several products that can help the 10% of Canadians with “hay fever” build up a natural resistance to airborne allergens, as opposed to the many side-effect-laden pharmaceutical options for seasonal allergy relief.

CODE
1142



98% pure, New Roots Herbal's Quercetin exerts antihistamine properties that help alleviate the symptoms associated with seasonal allergies.

CODE
241



Quercetin with Bioflavonoids provides broad spectrum relief from allergy symptoms by inhibiting the release of histamines, and regulating inflammatory response.



PRESERVING INDEPENDENCE WITH FORSIGHT

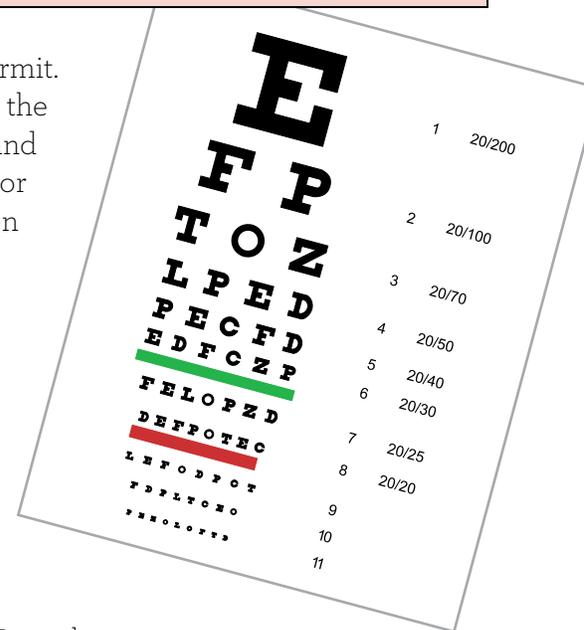
The potential loss of the privilege to drive is among the greatest threats that affect the independence of Canadian seniors. The mere thought of the restriction of social contact and dependence upon public transit in often harsh weather is overwhelming for many.

At the age of 80, a series of tests must be passed to retain a driver's permit. The vision test is the aspect of renewing a driver's permit that many fear the most. Vision is the most critical source of information while driving, and compromised vision is among the contributing factors that make motor vehicle accidents the leading cause of accidental death for those between 65 and 75.

Age-related macular degeneration is a leading cause of blindness for North American adults, yet its progression can be halted or even reversed. This debilitating disease compromises the ability of the inner part of the retina, known as the macula, to interpret images clearly and leaves the person relying primarily upon their peripheral vision.

*I was diagnosed with macular degeneration three years ago; upon the advice of a friend, I began taking **Forsight** 18 months ago. My ophthalmologist was pleased to report no additional progression of the disease over the past two years. I am 82 years old and in good health, and pleased to have my driver's license renewed for an additional two years.*

— Lore Grafmuller, Montreal



There is no cure for ARMD; however, the bold botanicals and cutting-edge nutraceuticals in New Roots Herbal's Forsight have made it among the most popular products for vision preservation and enhancement available to Canadian consumers.



EACH VEGETABLE CAPSULE CONTAINS:

Nutraceuticals:

Bilberry 25% anthocyanidins	80 mg
Alpha-lipoic acid	50 mg
Grape seed extract	
95% proanthocyanidins	50 mg
Lutein extract 10% (marigold)	40 mg
Ginkgo biloba 24% flavonoid glycosides & 6% terpene lactones	25 mg
Reduced glutathione	25 mg
Multi-anthocyanidins	
20% (Multi-berries)	25 mg
Astaxanthin extract 2%	10 mg
Lycopene extract 5% (tomato)	10 mg
Zeaxanthin extract 20%	10 mg

Vitamins & Minerals:

Vitamin C (Ascorbic Acid)	200 mg
Vitamin B3 (Niacinamide)	75 mg
Vitamin B3 (Inositol hexanicotinate)	25 mg
Vitamin E (d-Alpha-tocopherol acetate) NON-GMO	30 IU
Beta-carotene (<i>D. salina</i>) 100% natural	5080 IU
Vitamin B2 (Riboflavin)	25 mg
Vitamin B1 (Thiamine)	5 mg
Vitamin B2 (Riboflavin 5-Phosphate)	5 mg
Vitamin B6 (Pyridoxine HCl)	5 mg
Vitamin B6 (Pyridoxal 5-Phosphate)	2 mg
Zinc (Citrate)	5 mg
Copper (Gluconate)	500 mcg
L-Selenomethionine	50 mcg



KNOW THE ABCs OF GETTING YOUR ZZZs

SLEEP⁸ nourishes the body and mind by naturally delivering the 8 hours of sleep you need.

Naturally sourced and scientifically tested, Sleep⁸ combines the most effective natural sleep-enhancing ingredients to help rebalance your body's natural circadian rhythm. While many people think of a good night's sleep as a luxury, it's actually a necessity that helps your body rest, rejuvenate and generate neurons. That's definitely something to sleep on!

Exclusively for finer health food stores

