



NaturalFacts

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

August 1st to September 30th, 2011

BACK TO SCHOOL, BACK TO HEALTH

Can Fish Oils Fight
Depression?

Plant Sterols
and *Heart Health*

Products to Build Up
Your *Immune System*

The New Household
Word: *Telomeres*

MCT Energy To
Burn!



Exclusively for Finer Health Food Stores

Draw The Line on Hair Loss with **Hair&Scalp**

Receding hair lines and thinning hair have long been accepted as a natural by-product of aging; however, premature hair loss can accompany a corresponding loss of self-esteem that can negatively affect many aspects 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. The natural nutraceuticals in **Hair&Scalp** can also reap systemic benefits of increased energy, vigour, and resistance to many diseases, including those of hormonal origin such as benign prostatic hyperplasia (BPH) and polycystic ovarian syndrome (PCOS).

Hair&Scalp promotes healthy and favourable conditions that can stop hair loss and hair thinning, and activate dormant hair follicles. A fuller head of hair will reflect a healthier, more confident you!

Pattern hair loss and hair thinning has long been considered a male problem; however, it affects an increasing number of post-menopausal women. With decreased amounts of estrogen, women lose their natural defense against elevated blood serum levels of dihydrotestosterone (DHT), long considered among the root causes of hair loss.

Hair&Scalp contains therapeutic amounts of 16 special nutraceuticals, vitamins and minerals that target the underlying factors that cause thinning hair and baldness in both women and men.

Each softgel contains:

Certified Organic Pumpkin Seed Oil.....	400 mg
L-Taurine.....	240 mg
Wild Crafted Saw Palmetto 95% Fatty Acids.....	185 mg
Horsetail 7% Silica.....	150 mg
Certified Organic Evening Primrose Oil 10% GLA.....	100 mg
Wild Fish Oil • 40% EPA / 20% DHA.....	50 mg
Flax Seed Lignans • 30% SDG.....	50 mg
Stinging Nettle 1% Silicic Acid.....	50 mg
Grape Seed Extract • 95% OPC.....	35 mg
Green Tea Extract • 75% EGCG.....	35 mg
Vitamin B3 (niacinamide).....	8 mg
Vitamin B5 (calcium pantothenate).....	8 mg
Vitamin B2 (riboflavin 5-phosphate).....	2 mg
Vitamin B6 (pyridoxine 5-phosphate).....	2 mg
Biotin.....	150 mcg
Folic Acid (as Folate).....	50 mcg
Vitamin B12 (methylcobalamine).....	25 mcg
Vitamin D3 (cholecalciferol) (500 UI).....	12.5 mcg



Please note that we will be open August 1st, and closed September 5th (Labour Day).

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

NEW ROOTS HERBAL

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Telomeres

Now a Household Word

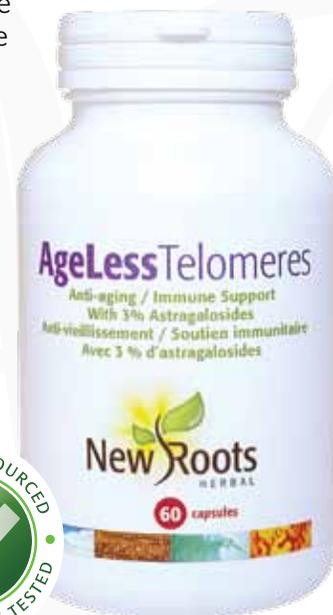
Credit the Nobel Prize-winning research of 2009 on telomeres and the enzyme that stimulates their production for one of most promising developments of the decade in the health and wellness industry. Even **OPRAH** has been quoted as saying she wants longer telomeres.

The popularity of telomeres and the discovery that compounds found in astragalus can preserve telomere length and extend lifespan at the cellular level have made this medicinal herb with a 2000-year history of use in traditional Chinese medicine into an overnight sensation.

AgeLessTelomeres contains an extract of astragalus standardized to 3% of the astragalosides crucial for telomere preservation and the strengthening of immune system function. **AgeLessTelomeres** is also formulated with additional ingredients that work synergistically to protect cells from free radicals and the damaging effects of oxidative stress. Healthy, intact telomeres and a strong immune system will contribute to living longer with improved resistance to age-related degenerative diseases.

EACH VEGETABLE CAPSULE CONTAINS:

<i>Astragalus membranaceus</i> (Astragalus) (root)	
3% astragalosides	450 mg
N-Acetylcysteine	175 mg
R+ Alpha Lipoic Acid	25 mg
Ascorbic Acid USP	10 mg
D-Alpha tocopherol succinate	8.33 mg (10 IU)
Myrrh powder	10 mg
Goldenseal 5% berberine	10 mg



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.



High EPA Fish Oils and Mental Health

The World Health Organization (WHO) reports that depression is among the leading causes of disability worldwide. Population studies report a dramatically lower incidence of depression for countries with high omega-3 consumption from fish sources, such as Japan. A wealth of studies are underway, investigating the benefits of the individual fatty acids, that have shown promising results.

In a comprehensive review of available evidence regarding fish oil therapy, Philip Rouchotas, associate professor of Clinical Nutrition at the Canadian College of Naturopathic Medicine, concluded that formulations with a ratio of 3:1 or greater of EPA-to-DHA were beneficial for a broad range of affective disorders, including depression.

North American society is being force-fed a growing list of antidepressants that seem to have a long list of potential side effects, that may even eclipse their benefits. The pledge many of us make to incorporate more seafood into our diets is easier said than done; however, studies prove promising for the benefits of supplementation with high-EPA fish oil for coping with cognitive disorders.



Seabuckthorn Oil Critical Omega-7 Skin Supplement

Omega-7-rich sea-buckthorn oil is recognized as an excellent source of fatty acids essential for healthy skin, which include palmitoleic acid. Palmitoleic acid is a critical component of human skin responsible for the generation of new skin cells and helping sustain collagen production. Collagen production is compromised with aging. Omega-7, along with the bounty of vitamins and nutrients in sea-buckthorn seed and fruit oil, provide the raw materials necessary for healthy, supple skin. Beautiful skin is more than “skin deep”; healthy skin reflects the efficient function of our body’s largest organ with duties that include protecting us from outside elements, regulating body temperature, and sensory perception.

Sea-buckthorn softgels also benefit from the beneficial omega-6 and -9 fatty acids found in goji seed oil and protection from overall oxidative stress in vitamin E.

Each softgel contains:

Certified organic sea-buckthorn fruit oil	600 mg
Certified organic sea-buckthorn seed oil	400 mg
Certified organic goji seed oil	40 mg
Vitamin E	15 mg



NEW PRODUCT

PlantSterols

For shakes, smoothies, soups, stews, pasta sauces, cooking.

Now Available in a Convenient Shaker Format.

New Roots Herbal's **PlantSterols** gives you the freedom to make any meal or beverage a cholesterol-lowering experience. Many trust plant sterols for their positive effects on immune system function, along with breast, colon and prostate, and heart health. The handy 80-gram shaker makes it simple to add the health benefits of plant sterols to soups, stews, sauces, smoothies, marinades, and vinaigrettes.

With one level teaspoon, containing approximately 2 grams, it's easy to reach the recommended daily amount to see a significant improvement in your cholesterol levels.

With its subtle nutty flavour, try adding **PlantSterols** to table salt, Parmesan, or use for virtually any culinary application to "shake down" your cholesterol levels.

Varenes Vinaigrette

Servings: Makes 1 cup, approximately 8 servings

- 6 ounces of any blonde beer of your choice (may be substituted for alcohol-free beer)
- 2 tablespoons of diced chives or shallots
- 2 teaspoons of finely grated orange zest
- 2 tablespoons of honey
- 2 teaspoon of Dijon mustard
- 8 tablespoons of extra-virgin olive oil
- 4 teaspoons (8 grams) of New Roots Herbal **PlantSterols**
- Freshly ground salt and pepper to taste

Whisk or blend **PlantSterols** and olive oil in a bowl until fully emulsified. Plant sterols are oil-soluble: this will allow them to blend evenly throughout the vinaigrette. Combine the remaining ingredients in a salad bowl or airtight container and gradually add the plant sterol mixture while mixing vigorously.

This vinaigrette contains approximately 1 gram of phytosterols per serving, half the recommended amount per day to witness a noticeable improvement in your cholesterol level.

Goes well with endives, arugula, chicory, or store-bought mixed greens.

Dr. Peter Jones, director of the Richardson Centre for Functional Food and Nutraceuticals of the University of Manitoba, states that with a supplementation of 2 grams of phytosterols per day, one can expect an average reduction of 0.5 mmol/L, or 10–15%, in harmful LDL.

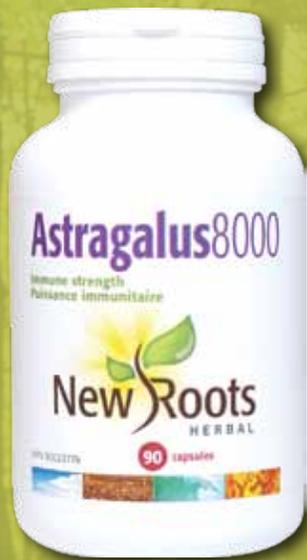




Proactive Products that Strengthen Immune Response

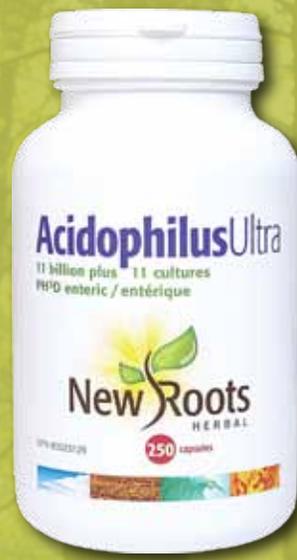
Late summer and fall are the ideal time to build up your immune system for the challenges that lie ahead. The gradual decrease in daylight hours and the return for many of us to crowded class rooms and workplaces expose us to an ever-growing variety of bacterial and viral illnesses, and stress related ailments.

The following New Roots Herbal products will provide the necessary nutrients for the complex, integrated network of cells, tissues, and organ systems that make up your immune system.



1157

Astragalus8000 is a rich source of polysaccharides, flavonoids, glycosides, amino acids, and trace minerals that have a long history of use in traditional Chinese medicine for supporting both red and white blood cell formation.



4 - 495 - 940 - 1270

AcidophilusUltra now contains 11 strains to ensure an even broader spectrum of health benefits from the 11 billion live cells in each special PH⁵D enteric-coated capsule.



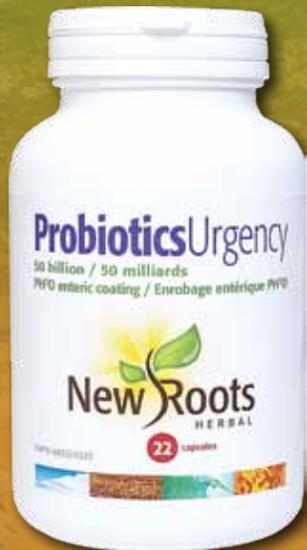
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IMMXImmune is a potent, well-balanced comprehensive formula that builds up resistance to disease, benefits digestion, increases physical and mental energy levels, and helps destroy bacteria, viruses, and other harmful microorganisms.



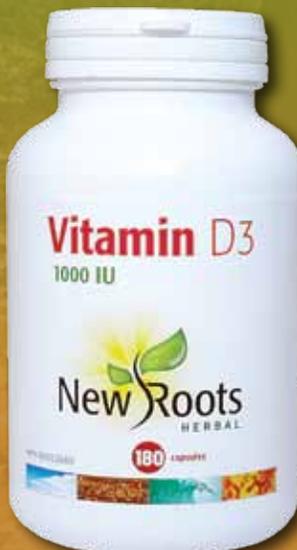
1030 - 1229 - 1231 - 1284

VitaminC⁸ Immune Antioxidant Complex is a comprehensive source of eight forms of vitamin C, electrolytes, trace minerals, and nutraceuticals that strengthen immune function, improve digestion, and increase energy and vigour.



1398

Each enteric-coated capsule of **ProbioticsUrgency** exerts the therapeutic benefits of 50 billion live probiotic cells at specific sites within the intestines to crowd out pathogenic microorganisms for relief from the symptoms of Irritable Bowel Syndrome (IBS), improved immune system function, and improved resistance to colds and flu.



1441

Available in liquid or capsule form, each capsule or drop contains 1000 IU of the biologically active vitamin D3 (cholecalciferol). Vitamin D3 is a potent immune system modulator, and is crucial for skin repair following cuts or lesions. Vitamin D3 is also important for bone formation, blood pressure regulation, and maintaining blood sugar balance. Supplementation with vitamin D3 during sunlight-deprived winter months can also prove effective for the treatment of seasonal affective disorder (SAD).



1490



1233 - 1255 - 1476

WildOregano C93 contains a naturally-occurring carvacrol content of up to 93% of volatile oils. Carvacrol strengthens immune system function for improved resistance to cold and flu viruses. Carvacrol is also effective for the many microbial and fungal challenges to immune system function.

Put Up Your Dukes:

Stress Management and Coronary Heart Disease

We fight, battle, and take aggressive approaches against all forms of illness, yet recent research at the Duke Clinical Research Unit in Durham, North Carolina has determined the best way to combat coronary heart disease may be to “chill out” and manage stress effectively.

The study featured 134 participants with stable heart disease, randomly divided into three groups for treatment with exercise, stress management therapy, or standard medical therapy. Participants in the group that received stress management training rated a 25% improvement in vascular health compared to the group receiving conventional care. The group treated with an exercise regimen had results close to those treated with stress management training. Researchers measured vascular health by comparing ultrasound images of the brachial artery (main artery of the arm) prior to and following the application and release of a tourniquet. The ability of arteries to dilate for the accommodation of increased blood flow is a key indicator of cardiovascular well-being.



1163 - 1166 - 1277

Two vegetable capsules contain:

Holy Basil 10% Ursolic Acids . . .	100 mg
Phellodendron	
0.1% Berberine (35:1)	30 mg
Royal Jelly 6% 10-HDA	50 mg
Astragalus 3% Astragalosides . . .	50 mg
L-Theanine	200 mg
Rhodiola 5% Rosavins (55:1) . .	100 mg
Passionflower 4% Flavonoids . .	100 mg
<i>Avena sativa</i> extract (10:1) . . .	100 mg
Magnolia	
80% Magnolol+Honokiol (75:1) .	15 mg
Ashwagandha root	
2.5% Withanolides (8:1)	150 mg
Red Jujube	25 mg
B1 (Thiamine HCl)	50 mg
B2 (Riboflavin)	50 mg
B2 (Riboflavin 5-Phosphate)	5 mg
B3 (Niacinamide)	15 mg
B3 (Inositol Hexanicotinate) . . .	35 mg
B5 (d-Pantothenic Acid) (Calcium)	50 mg
B6 (Pyridoxine HCl)	50 mg
B6 (Pyridoxal 5-Phosphate)	5 mg
Biotin	75 mcg
Folic Acid	1 mg
B12 (Methylcobalamine)	150 mcg
Choline Bitartrate	50 mg
Inositol	50 mg
PABA (Para-Aminobenzoic Acid)	50 mg



Let cutting-edge nutraceuticals, side-effect-free natural botanicals and complete range of B-complex vitamins in New Roots Herbal's **ChillPills** help you cope with the many health problems stress can cause. Stress management is crucial for post-menopausal women that are more prone to coronary heart disease as a result of lower estrogen levels.

NEW PRODUCT

WILD OMEGA 660/330 WITH VITAMIN D

Now Available: Wild Omega3 EPA 660 mg DHA 330 mg with vitamin D3. Each softgel contains 500 IU of vitamin D3 to help promote the uptake of calcium and phosphorus to maintain strong bones, teeth, and nails. Vitamin D3 also helps prevent the onset of Seasonal Affective Disorder (SAD).



1537

Caprylic Acid for *Candida* Overgrowth Infection

New Roots Herbal's **CaprylicAcid Plus** offers a natural, comprehensive approach for the elimination of *Candida* overgrowth. **CaprylicAcid Plus** addresses the problem of *Candida* infection frequently caused by prescription antibiotics at its source, within the intestines.

CaprylicAcid Plus contains three buffered forms of this beneficial short-chain fatty acid. In its buffered form the slower dispersion delivers a more complete therapeutic effect throughout the entire intestinal tract. Caprylic acid is believed to disrupt the integrity of the yeast cell membrane: this leads to cell death.

CaprylicAcid Plus is formulated with three additional proven antifungal agents. Pau d'arco contains the active ingredient lapachol which, along with the antifungal action of its quinone compounds, exerts strong antifungal action. Allicin is the biologically active component in garlic responsible for its effectiveness for the treatment of fungal infection. Cloves contain the active ingredient eugenol, which can inhibit the filamentous growth of *Candida* yeast.

Each vegetable capsule contains:

Caprylic Acid (Calcium) (Short-chain fatty acid from coconut oil)	180 mg
Caprylic Acid (Magnesium) (Short-chain fatty acid from coconut oil)	180 mg
Caprylic Acid (Zinc) (Short-chain fatty acid from coconut oil)	40 mg
Pau d'arco	250 mg
Odourless Garlic (1000 mcg allicin potential per capsule)	100 mg
Cloves	35 mg



22 - 941





1535

NEW PRODUCT

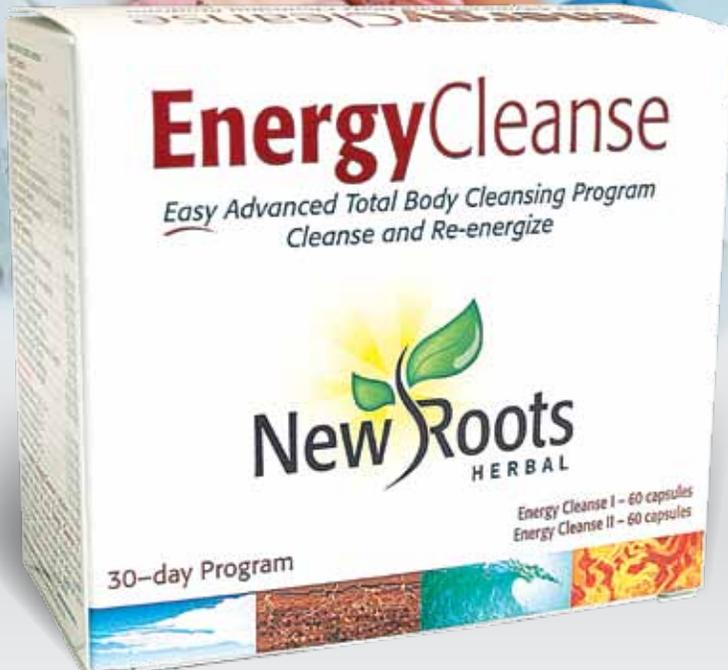
WILD OMEGA EPA 650 mg / DHA 100 mg

New Roots Herbal's premium quality Wild Omega EPA 650 mg/DHA 100 mg is molecularly-distilled, pharmaceutical-grade fish oil. Wild Omega EPA 650 mg/DHA 100 mg is tested for purity and potency, and is free from PCBs and heavy metals such as mercury, common with many inferior-quality fish oil supplements.

Explore the potential benefits EPA (eicosapentaenoic acid) supplementation has to offer, and nourish your brain and nervous system prior to being committed to a lifelong dependency on side-effect-laden antidepressants.



Dedicate a month to the bounty of botanical extracts, minerals, and specific nutraceuticals in **EnergyCleanse**. This comprehensive colon cleanse will gently rid your body of accumulated toxins to restore optimal immune system function, and give your liver the natural nudge it needs to perform its critical role in the breakdown and elimination of harmful toxins.



1540

Each vegetable capsule contains:

Energy Cleanse I:

<i>Silybum marianum</i> (Milk thistle) (80% silymarin)	250 mg
<i>Raphanus sativus</i> var. <i>niger</i> (Spanish black radish)	175 mg
<i>Beta vulgaris</i> (Beet root)	150 mg
N-Acetyl-L-cysteine	25 mg
Alpha lipoic acid	25 mg
Calcium D-glucarate	25 mg
Curcumin (95% curcuminoids)	25 mg
<i>Cynara cardunculus</i> (Artichoke) (5% cynarin)	25 mg
<i>Taraxacum officinale</i> (Dandelion) (3% flavonoids)	25 mg

Energy Cleanse II:

<i>Rheum officinale</i> (Chinese rhubarb)	150 mg
Magnesium hydroxide	125 mg
<i>Frangula purshiana</i> (Cascara sagrada)	125 mg
<i>Aloe ferox</i> (Cape aloe)	125 mg
<i>Althaea officinalis</i> (Marshmallow)	25 mg
<i>Ulmus rubra</i> (Slippery elm)	25 mg
<i>Chondrus crispus</i> (Irish moss)	20 mg
<i>Zingiber officinale</i> (Zingiberaceae) (Ginger)	20 mg
<i>Phyllanthus emblica</i> (Emblic / Amla)	8.33 mg
<i>Terminalia bellirica</i> (Belleric / Bellérique)	8.33 mg
<i>Terminalia chebula</i> (Haritaki)	8.33 mg

Homeopathics:

Calcium fluoride (CaF ₂) 6×	1.2319 mg
Iron (III) phosphate 3×	1.2319 mg
Potassium chloride 3×	1.2319 mg
Sodium chloride 6×	1.2319 mg
Sodium phosphate 3×	1.2319 mg
Sodium sulfate 3×	1.2319 mg



MCT

easy as

1, 2, 3

MCTEnergy provides the “energy to burn” to increase physical endurance, and provides you with:

- 1** a reduced calorie source of healthy fats;
- 2** a dynamic energy source with minimal fat-storage potential;
- 3** enhanced metabolic function for more efficient calorie consumption.

Medium-chain triglycerides are up to 100 times more soluble than long-chain fatty acids, due to their smaller size. The ability of MCT is to take a metabolic shortcut via the portal vein directly to the liver, allowing them to be metabolized in $\frac{1}{8}$ the time of long-chain fatty acids. MCTs also do not require the amino-acid-derived compound carnitine for transport through the membrane of the mitochondria for energy production. Bile salts and pancreatic enzymes are also not necessary for the digestion of MCTs. **MCTEnergy** also includes the antioxidant vitamin E activity of the full family of mixed tocopherols.

The ease and speed of digestion for medium-chain triglycerides make them an excellent, dynamic energy source suitable for endurance athletes, those seeking to lose weight, cancer patients undergoing chemotherapy, and persons with malabsorption illnesses that include celiac disease, short bowel syndrome, and chronic liver diseases.

New Roots Herbal's **MCTEnergy** is available in a 500 ml format.



“Take a walk on the wild side”

WildOregano C93

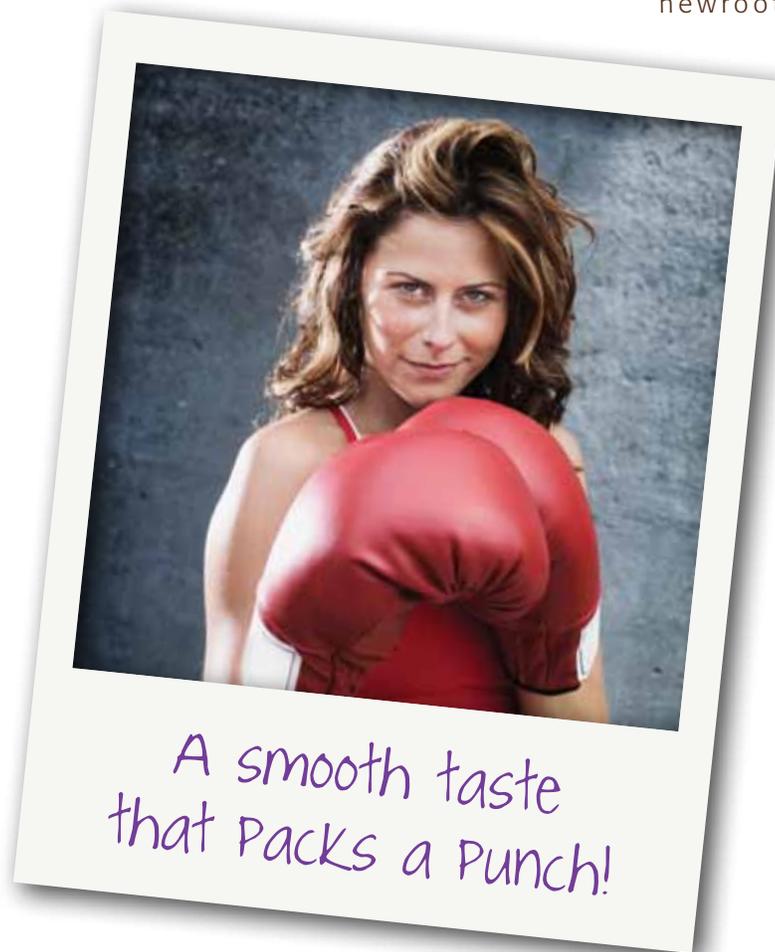
Available in 15 ml, 30 ml and 50 ml



Prevention & Cure
newrootsherbal.com



1233 - 1255 - 1476



1487 - 1488 - 1489

New Roots Herbal's premium-quality **WildOregano C93** has an industry-leading naturally-occurring carvacrol content as a percentage of volatile oils. The oregano oil in **WildOregano C93** is sourced from *Origanum minutiflorum*, the most potent natural species of oregano that thrives at altitudes exceeding 1500 metres, free of chemicals, pesticides and the effects of pollution.

Handpicked and steam-distilled, the carvacrol content to volatile oil in **WildOregano C93** exceeds 90%. The relatively low levels of the other volatile oils, such as thymol which has benefits, are at a safe, low level of approximately 0.10 %.

The carvacrol in **WildOregano C93** is effective to strengthen resistance for colds, flu, bacteria and viruses, and contains compounds that are beneficial for congestion associated with seasonal allergies.

NEW
Now with Vitamin D