



Natural Facts

New product announcements, specials and information

March 1st to April 15th, 2012

Fuel for
Thought

Healthy skin
starts with a
healthy **Liver**

Protect your kidneys
with **CleanFlow**

Treat your IBS
symptoms with
IBS Urgency

Wild Omegas
and Wellness

Take a stand
against **aging**

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

Exclusively for Finer Health Food Stores

Corner

Marketing

I have just recently joined the New Roots Herbal team and it's a pleasure to be part of a group of people dedicated to delivering high quality, natural health products. With over 20 years of marketing experience in the health and beauty industry, I'm now looking forward to dedicating my energies and experience to natural health and wellness.

In this Spring edition, we have focused on an assortment of products to meet your customers' energy needs, ranging from detoxifying products like **Liver** and **CleanFlow** to the cholesterol-reducing benefits of New Roots Herbal's industry leading **WildOmega** and **UltraFiber**.

We are also proud to launch our new **IBSurgency** product and have developed an introductory special. Feel free to contact your New Roots Herbal Sales Representative for more information.

Finally, we have robust marketing initiatives to support you and your customers throughout the year.

As I embark upon this exciting journey, I'm looking forward to learning more about this industry and meeting you at the upcoming CHFA Show in April.



Marie Fournier
Marketing Director



New Roots Herbal website featuring key information for your customers.



Strong advertising in dedicated natural health magazines to drive customers into your stores.



3405 F.-X.-Tessier street,
Vaudreuil-Dorion
(Québec) J7V 5V5
800 268-9486
newrootsherbal.com



Member of the



In-store roll-up posters, sampling (ask your New Roots Herbal sales representative for more information).



Fuel for Thought

Each and every organ system has specific physiological functions; our brain exerts control over the entire body as well as the additional workload of generating the mind and its many responsibilities that include emotion, learning, and memory.

Academic and career challenges often seem overwhelming, yet it seems as though a dose of caffeine is the only lifeline we offer our overworked minds.

New Roots Herbal's **SmartGinkgo** contains 10 standardized extracts and specific nutraceuticals that improve cognitive function by increasing oxygen and nutrient delivery to the brain, protecting it from oxidative stress, and providing protection from stress, anxiety, and fatigue.



#208

SmartGinkgo contains the following:

Ginkgo biloba leaf and extract improve microcirculation and support nervous system function.

Gotu kola contains triterpenoids that reduce stress in studies involving startle response.

Fo ti is used in traditional Chinese medicine to restore mental and physical energy.

Siberian ginseng improves mental energy and concentration as well as relieving stress and fatigue.

L-Glutamine is a vital amino acid for neurotransmitter synthesis.

Phosphatidylserine is a specialized lipid that promotes communication between nerve cells.

Huperzine A temporarily blocks production of the enzyme acetylcholinesterase, which inhibits communication between nerve cells.

Bacopa monnieri is employed in Ayurvedic medicine for enhancement of cognitive function.

L-Theanine stimulates production of amino acids that calm the nervous system.

Healthy skin begins with a healthy liver

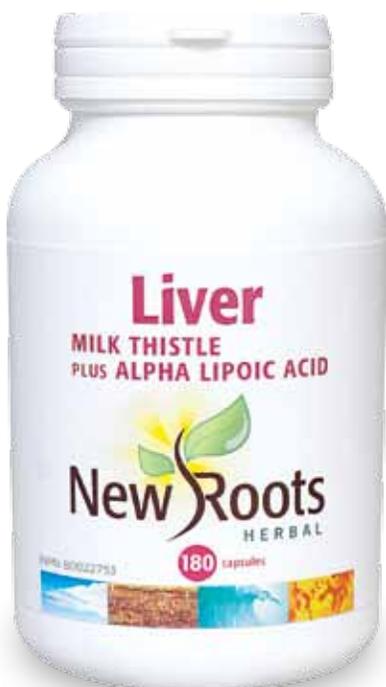
The tone and condition of your skin tells a story that often reflects underlying health concerns that range from liver malfunction, to hypertension and even parasitic or fungal infection. New Roots Herbal **Liver** is formulated to detoxify and improve hepatic function to amplify your liver's ability to remove toxins deep within the connective tissue of your skin. This will result in the reduction of the appearance of blemishes, puffiness or bags under the eyes, and a noticeably healthier, smoother and more radiant appearance.

Springtime would be a perfect fit for initiating an annual regimen for a liver cleanse. The liver has an extensive resume of metabolic functions, the filtering and removal of toxins from the bloodstream that include the waste products of metabolism and environmental toxins are among them.

The liver is essentially the body's center for detoxification. Imagine the gradual evolution of liver function over millions of years, and then add the effects of coping with exposure to chemicals, food additives, fungicides, prescription drugs, heavy metals, pesticides, and questionable drinking water over the past 50 years alone. Harmful pesticides, including DDT that has been banned in Canada since 1985, still linger in the environment, and potentially within fat tissue and the liver. In fact many of these toxic pesticides are still being used in developing countries for the control of mosquitoes and the spread of malaria.

The liver carries a workload of filtering approximately 2 litres of blood per minute; unfortunately it's not equipped with disposable filters. At the very least an annual, natural liver cleanse and detoxification initiative would be a priceless gift for an irreplaceable organ that the entire body will benefit from.

Be good to your liver and you'll be good to your skin!



#206-210-859



Painless Urinary Tract Maintenance

CleanFlow cleanses, protects, heals, and strengthens the kidneys and entire urinary tract for optimal kidney performance. The perennial process of the elimination of toxic nitrogenous waste, the by-product of the entire body's metabolism, coupled with the delicate balancing act of maintaining the right chemistry regarding electrolyte balance, can diminish renal function over time.

CleanFlow is formulated with 15 natural ingredients that improve filtration, promote microcirculation to cells within the kidneys, exert antibacterial action, and reduce inflammation that can compromise the kidneys and the entire urinary tract.

Keep your kidneys in top shape. Consider **CleanFlow** as a pain-free spring tune-up!

According to the Kidney Foundation of Canada, it can take a loss of up to 80% of kidney function before symptoms start to appear.



#1079

What's new from



Treat your IBS symptoms with **IBS**Urgency



Irritable bowel syndrome (IBS) is a functional gastrointestinal (GI) disorder characterized by recurring symptoms of abdominal discomfort or pain associated with an altered bowel habit; either constipation, diarrhea, or both. In IBS, the GI tract may function differently, processing more slowly (or more quickly) than in the average person.

Recognizing that IBS is a syndrome as opposed to a disease is the first step towards understanding how to treat it. There is scientific evidence that shows great promise with the use of probiotics to relieve its symptoms.

The pharmacodynamic concept of **IBS**Urgency is to populate the intestinal system with "good bacteria" in large numbers to boost the immune system and help balance out harmful bacteria which, if present in large numbers, can contribute to an inflammatory state resulting in physical symptoms of IBS.

IBSUrgency is formulated with specific special probiotics (with evidence of clinical efficacy) that provide relief from the symptoms of IBS: 10 billion colony forming units (CFUs) of five select probiotic strains. Their growth is then fuelled by two specific, natural prebiotic nutrients, FOS (extracted from chicory), and AOS (extracted from larch).

The success and dominance of these beneficial special probiotics in **IBS**Urgency can relieve complaints of diarrhea, constipation and bloating, typical of those suffering from IBS.

Bovine colostrum (standardized to 8% proline-rich polypeptides) completes the comprehensive benefits of **IBS**Urgency; it helps control intestinal inflammation.



IBS Urgency contains:

Bifidobacterium infantis

B. infantis is the dominant strain that inhabits the distal part of the small intestine and colon. This pioneer probiotic is among the first to inhabit the infant intestinal tract and is critical for adult intestinal health and immune system function. Those suffering from IBS often have high levels of interleukin and cytokines, proteins associated with intestinal inflammation. *B. infantis* supplementation can restore normal levels of these proteins for relief of abdominal discomfort and bloating.

A research study conducted in Manchester, England with only an oral dosage of *B. infantis* for 362 women with IBS showed an overall reduction of the global symptoms of irritable bowel syndrome that exceeded the control group by more than 20%.

Bifidobacterium longum

B. longum colonization within the intestines helps maintain a healthy microbial flora that deters the onset of common symptoms of IBS that include constipation, abdominal pain and bloating.

Lactobacillus plantarum

Oral administration of *L. plantarum* populates the intestinal mucosa at the expense of harmful microorganisms that contribute to the symptoms of IBS that include excessive gas, bloating, and abdominal discomfort.

Lactobacillus acidophilus

L. acidophilus supplementation restores healthy bacterial balance in the intestines as it keeps the gas-producing bacteria in check. This can reduce gastrointestinal pain and embarrassing flatulence that is often associated with IBS or extended antibiotic therapy.

Lactobacillus rhamnosus

L. rhamnosus colonizes the intestinal tract and mucosa, protecting it from harmful microorganisms. It also protects the body from bacteria and viruses. It helps the healing of vaginal infections and also decreases the production of toxins by controlling putrefactive microbes that can contribute to the symptoms of IBS.

Bovine Colostrum 8% polypeptides

Protein-rich polypeptides have the intrinsic ability to promote immune response, including bacterial and viral challenges; however, more importantly to act as a primary signal to calm down inflammatory response that may contribute to the symptoms of IBS. Proteins in bovine colostrum also promote the growth of *B. infantis*, the principal probiotic in IBS Urgency. Better digestive health

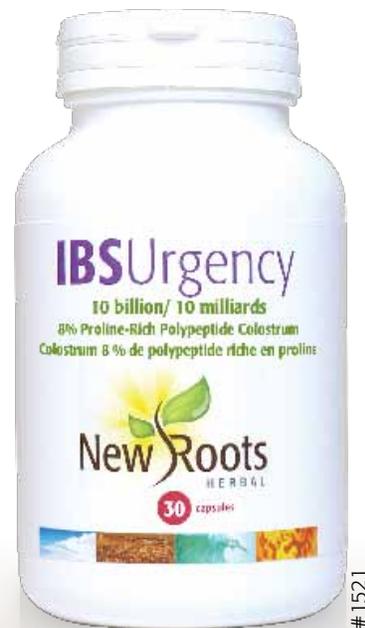
improves regularity, critical for nutrient absorption and the alleviation of the frequently painful cramping associated with constipation common for those with IBS.

F.O.S. (Fructooligosaccharides)

F.O.S. is the nutrient that feeds the *Bifidobacterium* species in IBS Urgency once they are imbedded in the mucosal lining of the intestines. Proliferation of *Bifidobacteria* species crowds out and prevents growth of harmful flora.

A.O.S. (Arabinooligosaccharides)

Arabinooligosaccharides are prebiotics that selectively stimulate the growth and activity of probiotic bacteria. The maintenance of a healthy microbial balance is critical to immune function, as 80% of immune system functions originate within the intestines.



#1521

PHARMACEUTICAL SOLUTIONS: PRESCRIPTION TRIAL AND ERROR?

Prescription motility stimulants that trigger peristalsis (promotes bowel movements) and antidepressant drugs have commonly been prescribed for IBS. Harmful side effects that include heart attack, stroke and risk of addiction have contributed to the emerging science of probiotics and the relief of the many symptoms of IBS.

Did you know?

A clinical trial on childhood depression conducted in Beer-Sheva, Israel, reported that 70% of participants showed an **improvement of 50% or greater** on the Childhood Depression Rating Scale **following 4 weeks of fish oil supplementation.**

As reported in the *American Journal of Psychiatry*, Volume 163, Issue 6, June 2006.

S.O.D. NEWS

Now available in a **NON-GMO enteric-coated capsule!**

Our newly formulated, potent plant-sourced S.O.D. formula features 160,000 IU of superoxide dismutase for premium protection from oxidative stress for prolonged cell life.



#1649

Wild Omega and Wellness

The growing disparity in numbers between physicians and patients has spawned a new category of those in need of medical care known as “orphan patients”. These patients are often sentenced to a lifelong dependency on prescription drugs by a physician with limited knowledge of a person’s health history, where a natural alternative or simple supplementation may prove to be more effective.

Simple and easy supplementation with New Roots Herbal’s industry-leading **Wild Omega** products can prove to be an effective first step for solving or alleviating health issues including elevated cholesterol, hypertension, and mental health concerns that include seasonal affective disorder, to name a few.



#1535

In a comprehensive review of available evidence regarding the **therapeutic benefits of fish oil therapy**, Dr. Philip Rouchotas, 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 wide variety of cognitive disorders including depression.** Our **WildOmega** contains **650 mg EPA, and 100 mg DHA** per softgel.



#1253-1280

The overall benefits of the omega-3 fatty acids in **WildOmega 3 EPA 660 mg DHA 330 mg** ranges from **improved cardiovascular function, better mental health** (depression, ADHD and bipolar disorder), strengthened immune system performance, relief of arthritis-related joint discomfort, and prevention of macular degeneration.



#1537

Now available with 500 IU of vitamin D3 per capsule. The benefits of vitamin D3 include **improved absorption of dietary calcium for bone density formation, and resistance to cognitive impairment** that may include low mood and seasonal affective disorder (SAD).



Did you know???

In a recent article by nutritionist Jessica Begg in conjunction with the **David Suzuki Foundation**, she noted that making positive changes to help manage chronic disease can be beneficial for other ailments. As an example, the multiple benefits from the inclusion of as little as 3 to 5 g of soluble fiber, such as psyllium, into a dietary regimen include **blood sugar normalization, better vitamin synthesis, and potential relief from symptoms of IBS and diverticulitis.**

Fiber Facts

The strategies to combat elevated and dangerous cholesterol levels vary from synthetic, side-effect-laden pharmaceuticals to diet and lifestyle changes. The beneficial effects of psyllium fibre are simple: psyllium acts like a sponge within the colon, as it expands to absorb harmful cholesterol and toxins for fecal excretion.



#11

#85-156-396

#7-8



New Roots Herbal is excited to welcome **Kim Gowetor** as our account manager for the province of Alberta. Kim graduated from the University of Alberta with a Bachelor of Science degree prior to completing her Doctorate at the Canadian College of Naturopathic Medicine.

She looks forward to sharing her knowledge and passion for the natural health product industry with our partners at the retail level.

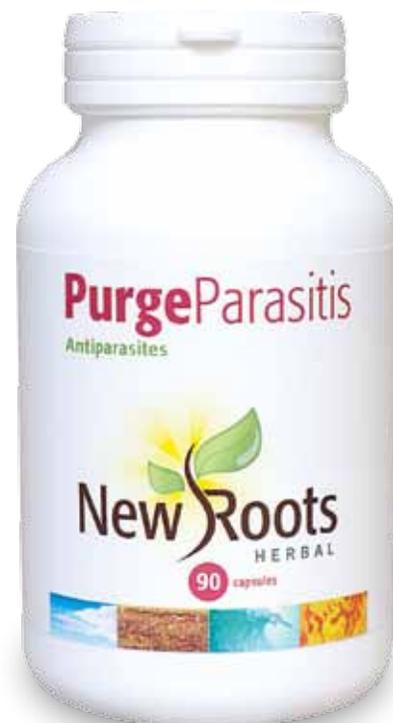


Parasites abroad... or even in your own home

Dr. Theresa Gyorkos of the McGill University Health Center is part of a World Health Organization strategic plan addressing the one third of the world population infected with parasitic worms. With a world population of approximately 7 billion, the 2 billion plus of people infected rival the amount for those with cancer.

The devastating effects of hookworm infection alone afflict an estimated 740 million in developing nations with anemia and protein malnutrition, according to the World Health Organization. Parasites are often viewed as a tropical health concern that only affects us during holiday travel; however hookworm is a common parasite found in domestic cats. Symptoms that include chronic fatigue, constipation, and anemia can easily be misdiagnosed for other illnesses.

PurgeParasitis contains 14 ingredients for the elimination of parasites, naturally without the side effects of prescription drugs.



#482-935-936

Take a stand against aging!

ProstatePerform is a comprehensive nutraceutical formula dedicated to ongoing prostate health. Saw palmetto extract (95 %) is among the ingredients that inhibit the conversion of testosterone to harmful dihydrotestosterone (DHT) that can cause prostate enlargement. Stinging nettle and rye flower pollen improve urinary output to reduce the need for disruptive nighttime urination. Selenium and lycopene exert potent antioxidant action for additional protection from diseases common for the prostate gland.

Forsight is formulated with a unique blend of antioxidants and specific nutraceuticals that promote and preserve retinal health and provide protection from the ravaging effects of age-related macular degeneration. Standardized extracts of plant-sourced carotenoids, that include lutein, lycopene,

zeaxanthin, and astaxanthin, protect the inner part of the retina (macula) from damaging UV exposure. Additional vitamins and minerals reduce the risk of cataracts and increase microcirculation, essential for superior vision.

New advanced **StrongBones** formula sets the standard for skeletal health and prevention of the onset of osteoporosis. Therapeutic amounts of microcrystalline hydroxyapatite (MCHA), the most bioavailable form of calcium, are formulated with specific cofactors and standardized extracts that maximize assimilation of calcium for bone formation. Vitamins and minerals, that include premium quality vitamin K2 in the form of **menaquinone-4 and -7**, increase bone density by inhibiting activity of bone-destroying cells (osteoclasts), and promoting osteoblast (bone-forming cell) activity.



#256-890-891-1049

#332-993

#296-297-950

Lycopene: the Critical Carotenoid

A review of 72 studies conducted by the Harvard Medical School in Boston, Massachusetts, revealed a direct correlation between high blood **lycopene** (carotenoid found in tomatoes) levels and reduced cancer risk. The evidence from these population studies was strongest for diseases of the prostate, lung, and stomach.

The potent antioxidant benefits of lycopene are harnessed in several New Roots Herbal products that include **ProstatePerform**, **StrongBones** for the protection of bone-building cells, and **Forsight** to help the eyes withstand oxidative stress that contributes to age-related macular degeneration.



Relax. There's a natural way to reduce stress and improve your mood.

CHILL PILLS offer an all-natural formula of nutrients and herbal extracts that help reduce stress and improve vascular health.

CHILL PILLS feature a unique combination of natural ingredients proven to alleviate stress, improve concentration and induce relaxation, lowering your risk of heart disease and stroke. Untreated stress can lead to many health problems. Give CHILL PILLS a try—they'll definitely put a smile on your face.

Available at fine health food stores.
To find a retailer near you, visit www.newrootsherbal.com/store

