



# Natural Facts

*New product announcements, specials and information*

June 1st to July 31st, 2012



Stay active with  
**Infla-HealPlus**

**Stevia:**  
How sweet it is!

Pump up the volume  
with **Plant Sterols**  
& **Cho-less-terin**

Don't lose sleep over  
your **Prostate**

Cataract prevention  
requires **Forsight**

Northern exposure with  
our **Exotic Oils**

...and other great topics

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

Exclusively for Finer Health Food Stores

# Infla-HealPlus

17,500 reasons to stay active this summer

Increased activity levels in the spring and summer months can lead to the inflammation of entire muscle groups or connective tissues, and sore aching joints.

**Infla-HealPlus** is a broad-range formula that features the therapeutic benefits of 17,500 activity units\* of serratiopeptidase. Serratiopeptidase breaks down debris at the sites of inflammation, thins fluids at injury sites to reduce inflammation, and inhibits the release of the pain-producing compound bradykinin.

Papain and bromelain promote and accelerate the elimination of dead and damaged tissue that contribute to the pain and inflammation resulting from an injury.

Whether you're an elite athlete or have a passion for gardening or other activities, **Infla-HealPlus** will keep you from being sidelined this summer with chronic or acute inflammation.

\*New Roots Herbal measures the potency of serratiopeptidase as AU (activity units), as no IU (International Units) have been established for serratiopeptidase at the World Health Organization by the committee on biologics. AU are the only recognized method for the measurement of serratiopeptidase activity.



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Member of the



Please note that our offices will be closed on the following days:

St-Jean-Baptiste: Monday June 25th  
Canada Day: Monday July 2nd

# How Sweet it is!

We had a call this month from a consumer who recently replaced the artificial sweeteners in her daily diet with New Roots Herbal's **Stevia**. She had tried stevia on the advice of a friend, and after sampling another brand, chose New Roots Herbal for its natural sweetness and delicious flavour.

She soon discovered that the artificial sweeteners she was using since the 70's were making her sick; she described her discovery of our **Stevia** as "a wonderful breakthrough."

The jury is still out on the long-term effects of synthetic chemical substitutes. However, reports of an aspartame hotline number for airline pilots, concerning a possible link to "grand mal seizures", is cause for concern.

A little goes a long way when it comes to New Roots Herbal's **Stevia** products. Try using it instead of sugar in your coffee or tea, and for cooking and baking in some of your favorite recipes. Try replacing the 15 calories of sugar per teaspoon with Stevia in your coffee or tea and for cooking or baking in some of your favourite recipes. Stevia is safe for diabetics and you'll avoid disruptive spikes in blood glucose levels. Perhaps you'll even shed a few stubborn pounds...



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589

# Pump Up the volume

Clinically significant seasonal variations in cholesterol levels for North Americans are a natural phenomenon that can bear serious health consequences. According to a study involving over 500 healthy volunteers, reported in a 2004 article in the *Archives of Internal Medicine*, peak cholesterol levels were observed in December for men and January for women.

The reported increase in physical activity during summer months and its positive effect on cholesterol levels was recognized as one of the possible reasons for the fluctuation. However, the increase of blood plasma volume was cited as possibly being the major variable. It seems like simple math: increased blood volume means a diluted cholesterol count.

The reality is that the summer months are not a time of year to become complacent regarding the management of harmful cholesterol levels. The maintenance of year-round supplementation is critical for continued cardiovascular well-being.

**PlantSterols** powder is an excellent way to make virtually any meal heart-healthy: 2 g per day per adult can be easily added or sprinkled on soups, stews, sauces (spaghetti) and smoothies for full therapeutic benefits.

**Cho-less-terin** helps normalize cholesterol levels by interfering with intestinal absorption of harmful LDL cholesterol and preventing excessive production of LDL cholesterol within the liver.



The time of year for measuring cholesterol levels is crucial. For year-round lowering of harmful LDL cholesterol, a reduction of between 10 to 15% can be expected with 2 g of phytosterol supplementation per day.



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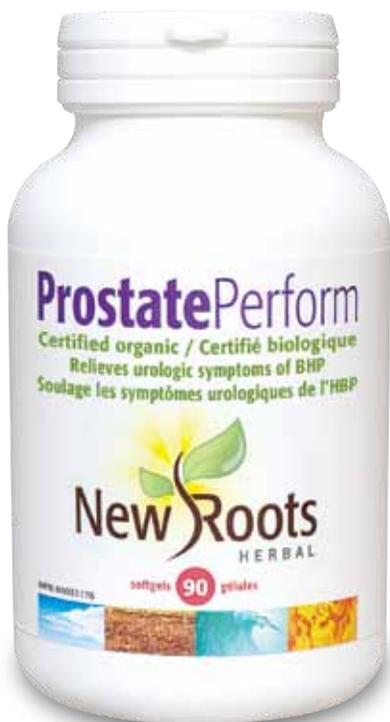
# Don't lose sleep over your prostate

Benign Prostate Hyperplasia (BPH), by its strict definition, is an enlargement of the prostate with no specific or imminent threat to a man's health. According to the Mayo Clinic, the risk for having BPH increases by approximately 4% annually after the age of 55, culminating in a staggering statistic of half of all men 60 and over.

In his research, Dr. Tim Schneider, a member of the German Society of Urology and the American Urological Association, said he was surprised by the reluctance of men to seek treatment for BPH.

Clinical conditions such as nocturia (the need to awaken for urination) are among the most menacing symptoms associated with prostate enlargement. The interruption of deep sleep leads to daytime fatigue and compromises cognitive ability. A higher probability of sleep-related accidents on the road or in the workplace was also exhibited by patients with nocturia, according to an article published in *European Urological Supplements* in 2005. Effective side-effect-free management of prostate health can prove to be an effective ally for overall health and wellness.

BPH is accepted by the vast majority of men as a natural process of aging. **ProstatePerform** treats the many symptoms associated with BPH naturally.



256-890-891-1049

# Father's Day Facts

It's been a little over 100 years since Sonora Smart Dodd of Spokane, Washington, arranged a tribute for her Civil War veteran father to recognize his tireless effort in raising six children on his own. This has since grown into a June tradition celebrated across North America and around the world.

Just like the contemporary mother, the modern-day dad juggles the demands of a career and parenthood, often at the expense of neglecting his own well-being. Men are notorious for neglecting health issues and lead women statistically for most non-gender-related illnesses with the exception of Alzheimer's disease, with their shorter lifespan no doubt being a factor in the expression of this disease.

Enjoy the new barbecue tools or aftershave, but above all, enjoy family and friends on this special day.

Happy Father's Day!



## Need a gift idea?

Give dad or the man in your life some **ProstatePerform** this Father's Day, and see if he has an added spring to his step in a couple of weeks.

## Summer support for healthy skin

Quercetin is among the many beneficial compounds in **NeemLeaf** that account for its antifungal and antibacterial effects that help the body's metabolism and accelerate

the process of toxin elimination. This contributes to great looking, healthy skin during the time of year when epidermal health takes center stage.



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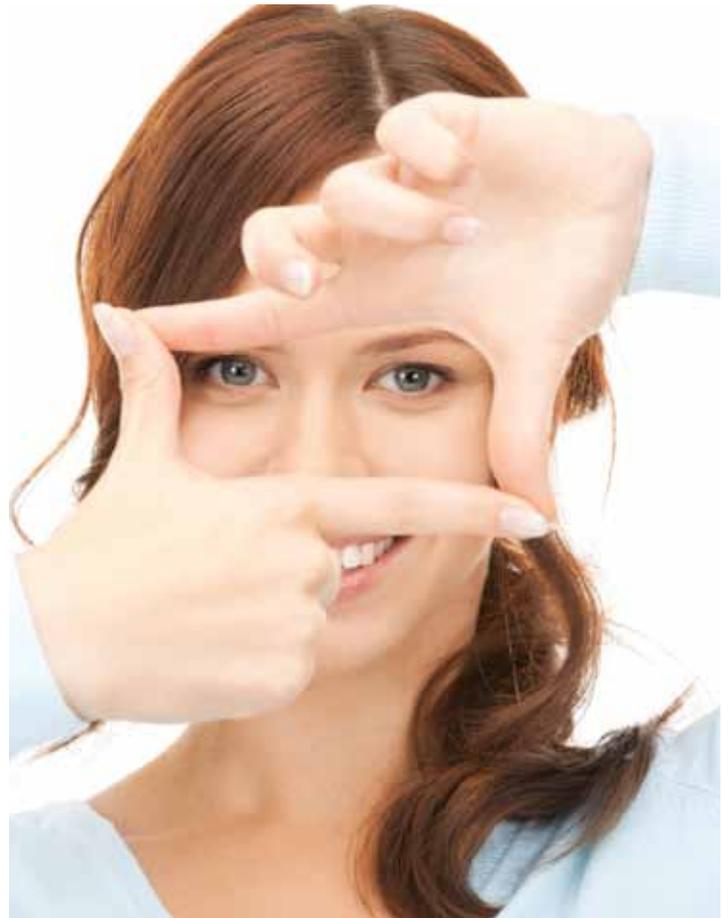
# Cataract prevention requires **Forsight**

Aging is the main risk factor for cataract development; however, the process can be slowed down or avoided completely. "Cataract" is the ophthalmological term for clouding of the clear lens of the eye that prevents the passage of light necessary for vision.

The cumulative effect of the sun's harmful ultraviolet rays is amplified by our long summer days. Just as fair-skinned people are at higher risk for skin disease, those with light-colored eyes are more susceptible to the sun's harmful effects.

However, there is hope on the horizon. A population study of 35,000 women, conducted by the Brigham & Women's Hospital and the Harvard Medical School over a 10-year period, concluded that those with the highest intake of lutein and zeaxanthin had an 18% lower rate of cataract development. These antioxidant phytonutrients also help prevent the onset of age-related macular degeneration.

New Roots Herbal's **Forsight** allows you to look ahead knowing you're backed by the most advanced nutraceutical formula dedicated to the preservation of healthy eyes and superior vision.



332-993

New Sales  
Representative  
for Vancouver  
Island Effective May 22, 2012



**New Roots Herbal is excited to welcome Reena Perpeluk to the team!**

After opening her own health food store in 1999, Reena gained knowledge and experience with people, healing, supplements and nutrition.

Wanting to further her education in natural health and healing, she sold her shop and pursued education in Eastern and Western medicine. This included biofeedback with the Tennant Institute of Integrative Medicine, NuLife Sciences Applied Live Blood and Dry Blood Analysis Microscopy and Nutritional Counselling.

In 2006, she opened an Energy Healing center and yoga studio, where she practiced alternative medicine. At the same time, she worked as a sales representative in the natural health field.

Reena's passion continues to grow and she strives to make a positive contribution to individual lives, and the natural health field.

# Airborne allergies... ...a sensitive topic



Springtime is filled with optimism, hope, renewal... and, unfortunately, countless airborne allergens.

Airborne allergies are simple: plants release pollen, the pollen (allergen) enters the body via the lungs, skin or intestines and travels through our bloodstream. Our bodies react to these foreign seasonal substances by producing billions of allergic antibodies, known as immunoglobulin E (IgE). The IgE molecules proceed to react with mast cells and basophils to trigger the release of histamines and serotonin, and produce the annoying allergic symptoms such as runny nose, sinus congestion, itchy eyes, sneezing and wheezing, to name a few.

Quercetin, a bioflavonoid sourced from the Japanese pagoda tree (*Sophora japonica*), stabilizes the cell membranes of mast cells and basophils. Stable cell membranes are less sensitive to IgE and resist the release of histamines and serotonin for symptomatic relief of seasonal allergies.

## What are mast cells and basophils?

Mast cells are present throughout the body as part of the immune system and mucous membranes.

Basophils are a form of white blood cell that circulates within the blood stream.

New Roots Herbal has two quercetin products for side-effect-free relief of seasonal allergies.



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# Telomerase enhancement formulas

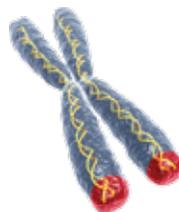
## Beware of marketing hype

The Nobel Prize for Physiology or Medicine in 2009 was awarded to a team of scientists for the discovery of how chromosomes are protected, during replication by telomeres, through activation of the telomerase enzyme.

The discovery of compounds within *Astragalus membranaceus* that can stimulate cellular production of telomerase has led to the production of many telomere-enhancement natural health products.

New Roots Herbal has a long history of the use of astragalus as a whole herb, in tincture form, as a standardized extract, and in many formulations for immune system support, longevity and for anti-aging.

**AgeLessTelomeres** features an astragalus extract standardized to 3% of astragalosides III and IV. It's believed the therapeutic effects of astragalus are found within these compounds. Each capsule of **AgeLessTelomeres** delivers 450 mg of premium astragalus extract, formulated with six additional nutraceuticals and standardized extracts with a focus on antioxidant activity and immune system support.



There are many companies now selling telomerase-extending products without any real science to support its claims. The layers of marketing hype that surround many of these products often leave the consumer perplexed and confused.

Science shows that a long-term regulated therapy can be achieved from an extract that is standardized to a specific isolate.

Creating an extract based merely on a ratio is difficult to control or identify any potency: therefore, no standardized therapeutic benefit.

**AgeLessTelomeres** is far superior to all other anti-aging products due to its standardization and for the stimulation of cellular production of telomerase.



1428

# Northern Exposure



Summer's here and the typical Canadian is eager to pack away their winter apparel, strip down to shorts and a T-shirt. However, they expose their sensitive skin to sunburns, scrapes, cuts, abrasions, stings, rashes, allergic reactions, wind, stifling humidity, and the effects of pollution and environmental toxins, to name a few. The metabolic and topical demands of our protective layer are also amplified by the added workload of our sebaceous and sweat glands for maintaining elasticity and a safe body-core temperature.

The good news is that the skin is a dynamic organ that regenerates every four weeks; however, it's never too late to pamper and protect the skin you're in.

Our selection of pure, natural oils are produced by cold-pressing or supercritical CO<sub>2</sub> extraction of certified organic or wild-crafted fruit, berries and seeds sourced worldwide. They possess many therapeutic benefits that include fast absorption and leaving the skin smooth, supple and hydrated.



Our oils undergo intensive analysis in our analytical laboratory to validate their fatty-acid profile and ensure they are free from heavy metals, pesticides, and environmental toxins. Exhaustive analytical testing in our industry-leading laboratory also ensures "true identity" and that our exotic oils have not been diluted with less effective, inferior carrier oils.

The analytical equipment used to validate our exotic oils includes:

- Gas Chromatograph with Flame Ionization Detector (GC/FID) (fatty acid composition)
- Inductively Coupled Plasma Optical Emission Spectrometer (ICP-OES) (heavy metals)
- Gas Chromatograph/Mass Spectrometer (GC/MS) (pesticides)
- Headspace Gas Chromatography (organic solvent residues)
- Titration and Spectrometry (oxidative stability)

## Situations and Solutions

A few applications for the summer season.

The quality and value of the entire New Roots Herbal selection of exotic oils have been very well received. Interestingly, the most frequently asked questions pertain to our certified organic **ArganOil** and our 100% natural **TamanuOil**.

People often ask if the rich green color of our **TamanuOil** is natural. **It is indeed 100% natural.** The distinctive green hue of our oil is due to the 4 to 8 weeks the Tamanu nuts bake in the sun prior to cold pressing. Sedimentation and crystallization is also normal and reflects the fact the oil is biologically active and has therapeutic potency.

The most frequently asked question regarding our **ArganOil** is its great value. We sent two members of our product development and quality control team to Morocco to research, sample and validate that we would offer the purest quality argan oil available and to develop a good working relationship with the harvesters and producers of our **ArganOil**. In so doing, we have avoided all brokers or middle-men and we can offer you a better price than our competitors. The savory scent of our **ArganOil** represents the raw, pure, un-deodorized and natural oil. It's that simple. It's a superior oil at a fair price.

## Distinctive Benefits of New Roots Herbal's Exotic Oils

The annual pool party at the community pool is in two weeks and you need to look your best.

An evening application of **GojiSeed Oil** will even out skin tone and accelerate skin cell turnover.

Your son has fallen off his long board and scraped his elbows and knees.

Clean the abrasions and gently apply **TamanuOil** to speed up the healing process and minimize scarring.

It's late afternoon at the beach and your skin feels a little sun-swept.

Cover up and apply a little **RosehipSeed Oil** on exposed areas for some relief from UV exposure.

You have an active athletic day ahead of you. You want to minimize the appearance of wrinkles and have your skin look supple and healthy.

On a moist facecloth, apply a few drops of **SeabuckthornSeed Oil** for some omega-7 skin support and added epidermal elasticity.

The effects of chlorine and frequent hair drying are destroying your hair.

If you think **ArganOil** is great for the skin, massage about 20 drops into your hair following a shower to protect your hair and restore its lustre.

You have a dry patch of skin or it simply needs a little "TLC".

A dab of our **SkinLovers Oil** in a convenient 15-ml format has you covered from head to toe.

## Favorable feedback for **Hair&Scalp**

The maturity of **Hair&Scalp** in the retail landscape has come with plenty of positive feedback. **The visible signs for therapeutic gains are most frequent within five to seven months.** Less hair loss while showering or simply brushing hair is when consumers most frequently comment on the benefits of **Hair&Scalp**; however, compliments from friends, family and coworkers are the most rewarding.

**Hair&Scalp** contains clinically proven therapeutic amounts of ingredients, that include saw palmetto 95% fatty-acid oil extract and certified organic pumpkin seed extract, to block the conversion of testosterone to DHT, a scientifically proven risk factor contributing to thinning hair and baldness. The inclusion of silica-rich horsetail for fuller, more lustrous hair and a comprehensive ingredient deck of specific nutraceuticals and vitamins make **Hair&Scalp** a terrific option for consumers who prefer not to accept hair loss and thinning as an inevitable part of aging.

People are searching for a formula that stops or slows hair thinning and loss, and we believe that **Hair&Scalp** is the most effective formula for this problem.

However, there are many factors and conditions that contribute to hair loss and thinning, and not all people will have satisfactory results.

We believe that **Hair&Scalp** is the most scientifically responsible product to help people address this problem.

**We decided to research and develop it because of the very obvious need we recognized for a legitimate therapeutic formula, supported by valid scientific research.**



1555-1612

### EACH SOFTGEL CONTAINS:

Certified organic pumpkin seed oil . . .	400 mg
L-Taurine . . . . .	240 mg
Wild-crafted saw palmetto	
95% fatty acids, CO <sub>2</sub> extracted . . . . .	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 B <sub>3</sub> (niacinamide) . . . . .	8 mg
Vitamin B <sub>5</sub> (calcium pantothenate) . . . . .	8 mg
Vitamin B <sub>2</sub> (riboflavin-5'-phosphate) . . . . .	2 mg
Vitamin B <sub>6</sub> (pyridoxine hydrochloride) . . . . .	2 mg
Vitamin B <sub>7</sub> (biotin) . . . . .	150 mcg
Vitamin B <sub>9</sub> (folic acid) . . . . .	50 mcg
Vitamin B <sub>12</sub> (methylcobalamin) . . . . .	25 mcg
Vitamin D <sub>3</sub> (cholecalciferol)	
(500 IU) . . . . .	12.5 mcg



## Discover a direct way to slow the aging process.

**AGELESS TELOMERES** is formulated to slow the aging process and help you live longer, stay stronger and enjoy life to the fullest.

Based on Nobel Prize-winning research (2009), **AGELESS TELOMERES** contains a high-potency extract of astragalus containing a standardized extract of 3% astragalosides III & IV that stimulates production of the enzyme telomerase, replenishing telomeres and protecting cellular DNA during replication. This means healthy cells and a healthier you, enhancing youth, wellness and longevity.

**AGELESS TELOMERES** also elevates immune system function and antioxidant activity for better resistance to bacterial illnesses as well as the common cold and flu.

Available at fine health food stores.  
To find a retailer near you, visit [www.newrootsherbal.com/store](http://www.newrootsherbal.com/store)

