



# Natural Facts

*New product announcements, specials and information*

August 1st to September 16th, 2012

Meet the new  
**Educational** team

Something in  
the **air**

These **bones**  
are made for walking

Walking on  
broken **glass**

**Probiotic** protection  
for colds and flu

A trio of products  
perfect for **fall**

...and other great topics

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

Exclusively for Finer Health Food Stores

# Meet the new educational team

New Roots Herbal is excited to welcome **Dr. Philip Rouchotas** and **Dr. Heidi Fritz** as consultants with very impressive credentials, to provide you, our valued retail customers, with customized training and product knowledge.

The knowledge and wealth of information that they can provide to your staff will help build customer loyalty by ensuring that your customers are making informed choices to enhance their health and well-being. More knowledgeable staff will nurture customer loyalty and satisfaction.

The science of integrative health is growing exponentially. Staff training with Philip or Heidi will provide an opportunity to review the appropriate therapeutic applications of a wide array of New Roots Herbal formulations with your customer service team.

Please feel free to contact your sales representative to schedule a training session.



*Philip Rouchotas MSc, ND*



*Heidi Fritz MA, ND*



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Member of the



Please note that our offices will be closed  
on Labor Day, Monday, September 3rd.

We will be open on Monday, August 6th.



## Philip Rouchotas MSc, ND

Dr. Philip Rouchotas has been a practicing naturopathic doctor since 2004. His areas of clinical focus include metabolic syndrome (diabetes, high blood pressure, elevated cholesterol, overweight/obesity), autoimmune conditions (arthritis, inflammatory bowel disease, chronic migraine, asthma, eczema, psoriasis, lupus), psychiatric concerns (depression, bipolar, anxiety, ADHD, insomnia, schizophrenia), and autistic spectrum disorders (autism, ADHD, Asperger's, Tourette's).

Philip serves as an associate professor at the Canadian College of Naturopathic Medicine (CCNM), responsible for assimilation and delivery of the second-year curriculum in Clinical Nutrition. He is also the Editor-in-Chief of *Integrated Healthcare Practitioners*, a peer-reviewed journal reaching naturopathic doctors, chiropractors, and medical doctors across Canada. Philip graduated from CCNM in 2004, preceded by an honors undergraduate degree in Nutritional Sciences and a Master's degree in Nutritional Sciences, both from the University of Guelph.



## Heidi Fritz MA, ND

Dr. Heidi Fritz has been a practicing naturopathic doctor since 2007. Her areas of clinical focus include cancer, women's health, fertility, hormonal health, pregnancy, and children's health. Heidi serves as a Research Fellow at the Canadian College of Naturopathic Medicine (CCNM), responsible for conducting human clinical studies of various natural medicines, as well as creating review articles that gather all available scientific evidence of natural medicine for various health concerns. She has published articles in several peer-reviewed journals, including *Integrative Cancer Therapies*, the *Public Library of Science (PLOS)*, and *Integrated Healthcare Practitioners*. She lectures internationally on the studies she has conducted.

Heidi graduated from CCNM in 2007. She holds an honors undergraduate degree in Science and a Master of Arts degree, both from the University of Toronto. She previously practiced as a registered practical nurse in multi-organ transplant at Toronto General Hospital. She is a recent recipient of the Early Investigator Award from the Society of Integrative Oncology (SIO).



# New product update

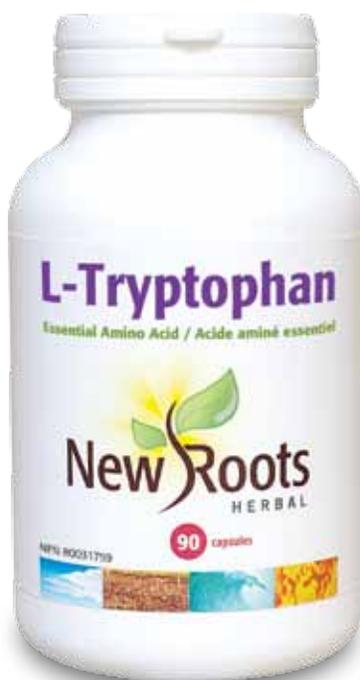


December 2011 was a good month for Canadian consumers of natural health products, with the lifting of the schedule F status for both L-tryptophan and L-carnitine. New Roots Herbal now offers them both in a 90-capsule format.

The safety and efficacy of these amino acids make them useful products for a wide range of wellness concerns.

**L-Tryptophan** is an essential amino acid that the body requires to produce serotonin and melatonin. These compounds enhance and stabilize mood as well as promote healthy sleep patterns. Diminished amounts of this compound associated with aging can compromise mental health and contribute to insomnia.

**L-Carnitine** is the biologically active form of the amino acid responsible for the intracellular transport of fatty acids to the mitochondria (cellular power plants) for energy production. Strength and stamina of muscle groups—including the heart—rely on this critical compound to function.



1645



1730

# Something in the air...

Seasonal airborne allergies kick off with tree pollen in early spring, graduate to multiple species of grasses throughout the summer, and culminate with the height of hay-fever season in late summer and early fall. Common ragweed (*Ambrosia artemisiifolia*) is recognized as the major culprit that triggers the incessant sneezing, irritated eyes, runny nose and respiratory distress (asthma) associated with hay fever.

Helpful hints for those that suffer from hay fever include changing into clean, pollen-free clothes when entering your house; not leaving the climate-controlled confines of your home on dry, warm days between 5:00 and 9:00 am (when

pollination normally occurs) as well as late afternoon; and replacing carpeting with hardwood or laminate flooring.

New Roots Herbal's **BlackCumin Seed Oil** is an excellent side effect-free alternative to antihistamines that may cause drowsiness or nasal sprays that are unsafe for prolonged use. **BlackCumin Seed Oil** is a rich source of antioxidants and essential fatty acids beneficial for people who suffer from airborne allergies. Among the many beneficial vitamins and nutritional compounds in black cumin seed oil, there is nigellone, which exerts strong antihistamine action, and thymoquinone, with potent anti-inflammatory properties.



130-945

**Did you know?** Each individual ragweed plant can produce up to a billion pollen grains per season. These lightweight pollen grains can travel as far as 640 km (400 mi), and with the effect of global warming delaying the first frost (the recognized end of hay-fever season), pollen counts are likely on the rise...

# These bones are made for walkin’

Bones are part of an intricate network of connective tissue and muscle groups that shape and define us. Bones also produce both red and white blood cells to meet the rich blood supply requirements necessary for intense metabolic activity.

Research studies reported in the American Journal of Nutrition involving 930 healthy men and women determined that the group taking daily calcium had a reduction in bone fractures of 72% compared to the placebo group.

New Roots Herbal’s **StrongBones** provides a daily amount of 900 mg of elemental calcium in the highly bioavailable form of microcrystalline hydroxyapatite, formulated with specific nutrients and cofactors. Premium quality vitamin K<sub>2</sub> is among the critical ingredients in **StrongBones** that promotes the use of calcium for bone formation.



296-297-950

The importance of a formula that delivers premium calcium with well-researched ingredients for maximum assimilation cannot be underestimated. Simple calcium supplementation can contribute to elevated levels of calcium in the bloodstream, believed to be a risk factor for atherosclerosis (hardening of the arteries).

**StrongBones** promotes osteoblast activity (bone building), as well as regulating osteoclast activity (bone reshaping and dissolution), and choreographs the intricate metabolic activities within the entire skeletal system.

The next critical factor for healthy bones involves physical activity. A 20-minute evening stroll or simple daily challenges of choosing stairs over an elevator or escalator can also strengthen bones.

Research conducted at the University of Michigan Bone & Joint Injury Prevention & Rehabilitation Center has determined the positive impact of weight-bearing exercises on bone density. The kinetic energy generated through exercise helps keep calcium atoms firmly anchored within the matrix of bones.



## Outer Space and Osteoporosis

Statistical research conducted at NASA has observed a 1 to 2% monthly loss of bone mass during weightlessness. This reinforces the importance of weight-bearing exercises for healthy bones.

# Walking on broken glass

A recent advertising campaign for the Canadian Diabetes Association portrays a man being awoken from a deep slumber as he proceeds to unknowingly march over broken glass to answer the telephone.

Tingling or numbness in the hands, feet and extremities are among the many symptoms of the gradual onset of type II diabetes. There are two plausible reasons for the diabetes-related nerve damage called neuropathy: high blood sugar levels and inflammation within the small arteries.

High blood sugar levels or elevated levels of metabolic derivatives of

sugar can irritate the myelin sheath that insulates nerves, leaving them exposed (like a short circuit), to cause tingling, eventual numbness, and possible amputation.

The alternative theory is that inflammation within small arteries (capillaries), caused by chronic elevated blood sugar levels, restricts blood flow to extremities. This causes malnourishment of the myelin sheath, that compromises nerves and can lead to neuropathy.

It's likely both factors contribute to this chronic and menacing symptom of diabetes.



287-444

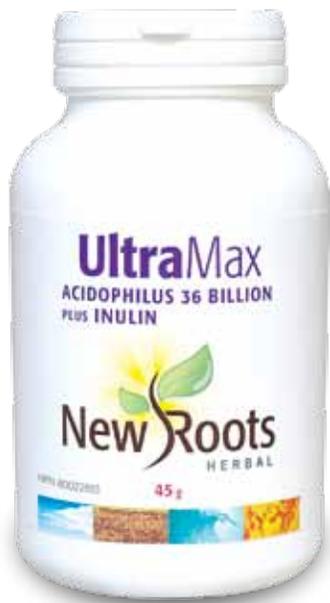
**Chromium Picolinate** is the fully reacted, patented form of the trace metal that enhances the ability of insulin to lower serum glucose levels. Its benefits include reduced risk of developing coronary heart disease and type 2 diabetes.

**Blood Sugar Balance** is formulated for cutting-edge support in natural blood glucose management. Its ingredients exert insulin-like effects or increase insulin receptivity. They also nourish the pancreas for improved insulin production and provide protection from the effects of diabetes-related neuropathy.



186-188

# Probiotic protection for colds and flu



56

**UltraMax** powder delivers the therapeutic benefits of 36 billion live, active, scientifically proven probiotic strains per gram.

According to Health Canada, the average Canadian endures approximately four colds per year, with children suffering from twice as many colds annually than adults. The unofficial kick-off for cold-and-flu season coincides with the resumption of school in early September. Crowded classrooms and daycares are the ideal setting for the spread of bacterial and viral infections. There is virtually no way to insulate your child from the coughing, sneezing and hygiene of others, let alone children being sent to school with a sniffle.

Among the causes for the increased frequency of colds and flu for children is their immature immune system.

Probiotic supplementation for children is emerging as an effective method to promote immune-system effectiveness. A robust, well-balanced microflora for children is not a cure-all, but it will help ward off colds and flu and help contribute to a swift recovery.

New Roots Herbal's **UltraMax** powder is the ideal alternative to the capsule form for probiotic compliance with children or for those who have difficulty swallowing pills or capsules. Try adding **UltraMax** powder to yogurt, breakfast cereal, apple sauce, smoothies, or a cold glass of chocolate milk to improve the odds against contracting a cold or flu.

## Simply Spirulina simply delicious!

We had a call recently from one of our retailers in the Kootenay mountain region of British Columbia. They had sampled our new **certified organic SimplySpirulina** and found both the scent and flavor excellent.

The question that followed was whether it was deodorized and if solvents were used? The answer is simple: Our entire line of premium, **certified organic SimplySpirulina** products are simply soaked and rinsed in freshwater. PERIOD.



1660-1661-1662

# Austin Ice Tea

This recipe is an adaptation of a homemade ice tea recipe from a restaurant I visited in Austin, Texas, last month. It's a natural, low-calorie, subtly flavored and delicious way to coexist with the long-awaited heat of summer.



## Ingredients:

- ¼ cup (60 ml) organic blueberries (feel free to substitute with any field berry)
- 1 lemon
- Several mint leaves
- 3 bags orange pekoe tea
- ⅛ teaspoon New Roots Herbal's **Stevia White Concentrate** (or to taste)
- 1 ½ liters boiling water
- 1 tray ice cubes



164-202

## Directions:

Zest and juice contents of lemon into pitcher. Add blueberries, mint leaves, tea bags and **Stevia White Concentrate**, then pour in boiling hot water. Stir vigorously, let steep for 10 to 15 min, then add ice cubes.

Let it cool down, strain (optional) and serve. Will keep in fridge for two to three days.

- Gordon Raza

# Professional-grade relief for sore, aching muscles and joints



The increased physical stress we place on our bodies in the summer months, that range from tilling gardens to tackling triathlons, can take its toll by day's end. New Roots Herbal has the perfect product to reward your body for a job well done.

**BodyMuscle Massage** is a unique, non-greasy massage cream formula. This botanical blend is drenched with pampering almond oil, skin-smoothing emollients, and extracts of calendula, arnica, gentian, hayflower, hypericum, balm mint, juniper, pineneedle, camomile and *Aloe vera*.

These essential oils and herbs soak in quickly, leaving the skin soft and moisturized, without a greasy feeling. **BodyMuscle Massage** is a cream that is similar to those found in spas, but that contains no artificial ingredients nor preservatives.

**BodyMuscle Massage** will help reduce swelling and pain, while helping with recovery from tissue trauma. It will also assist with pain relief of sport-related sore muscles. Although therapeutic massage alone is valuable, essential oils are effective to help sore muscles heal free of pain, stop muscle spasms, and relieve stiff limbs and joints.



214-1050

**BodyMuscle Massage** is available in a convenient and portable 30 ml format for topical relief of sore and stiff muscles and joints while on the go.

# A trio of products to help everything fall into place

The challenges that lie ahead come summer's end, that include settling back into an academic routine or meeting career commitments that have been on the back burner all summer, can be stressful. New Roots Herbal has several formulas that can give your body and mind the "natural nudge" to ease the transition into the fall season.



The Mayo Clinic ranks stress related to work or school among the most common causes for insomnia.

## ChillPills

**ChillPills** contain 25 standardized extracts and critical vitamins that alleviate the symptoms of stress and safeguard the nervous system. **ChillPills** are a natural, side effect-free alternative to highly addictive prescription medications.

## SmartGinkgo

The ten diverse components in **SmartGinkgo** improve mental energy, relieve stress and fatigue, improve microcirculation for better oxygen delivery to the brain, and stimulate production of compounds that are the driving force of communication between nerve cells, for superior cognitive performance.

## Sleep<sup>8</sup>

**Sleep<sup>8</sup>** contains natural ingredients that help restore the normal circadian rhythm (biological clock) that governs your sleep cycle. It also insulates the part of your brain (cerebral cortex) responsible for memory, thought, perceptual awareness, language and consciousness. Sleep 8 hours!



1163-1166-1277



208



1403-1443



## Know the ABCs of getting your ZZZs

**SLEEP<sup>8</sup>** rescues your body and mind by naturally delivering the 8 hours of sleep you need.

SLEEP<sup>8</sup> restores your body's natural sleep rhythm. Sleep is not a luxury; it's a health necessity for your body and mind. Poor, restless sleep contributes to more stress and impaired health.

SLEEP<sup>8</sup> also protects the cerebral cortex from the damaging results of stress; the cerebral cortex is responsible for memory, thought, perceptual awareness, language, and consciousness.

**SLEEP<sup>8</sup>** also promotes the generation of special nerve cells (neurons) that serve as the building blocks for your entire nervous system.



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

