

February 11th to March 29th, 2013



Health advice:  
**Cholesterol**

Health advice:  
**Hypertension**

**Natural** Products  
to support coronary  
health

New product:  
**Red Palm Fruit Oil**

Did you **know?**

**Travel** Tips  
for business or pleasure

...and other great topics

Exclusively for Finer Health Food Stores

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

# New!

We're excited to introduce our new addition to our Natural Facts newsletter. Our Health Advice feature, written by Dr. Philip Rouchotas and Dr. Heidi Fritz, will focus on practical tips to promote better health and an improved quality of life. With February being Heart and Stroke Awareness month, our current edition focuses on cardiovascular health and well-being.



## Health advice

by Philip Rouchotas, MSc, ND and Heidi Fritz, MA, ND



### Cholesterol

#### Effective natural solutions

Cholesterol remains an important cardiovascular disease risk factor. Guidelines for cholesterol management are emphasizing aggressive action for a wider and wider percentage of our population. Prescription medications used to lower cholesterol (statins) achieve an approximately 30% reduction to "bad" cholesterol (LDL-cholesterol). Among individuals who have survived a heart attack, or individuals with established heart disease, larger dosages of these medications are prescribed, achieving up to 50% reductions in levels of LDL.

A selection of simple diet and supplement strategies are capable of achieving 30%+ reductions in LDL, while simultaneously

benefiting other aspects of importance within a cholesterol panel.

#### Avoiding coffee that has not been paper-filtered

Paper-filtered coffee does not impact levels of harmful cholesterol. Coffee that has not passed through a paper filter, such as cappuccino, espresso, French press, and others, dramatically increase levels of bad cholesterol. Two molecules in coffee, cafestol and kahweol, cause the liver to excrete LDL into the blood.<sup>[1, 2]</sup> Paper-filtering coffee removes these molecules from the coffee. A person who consumes one espresso per day, for example, can expect their LDL cholesterol to drop 20% by switching to paper filtered coffee.



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#### Please Note!

Between November 15th and April 1st, we will not be shipping the following products unless long-term weather forecasts permit safe transportation, free from freezing conditions:

- Bentonite White
- Calcium Magnesium
- Chlorophyll
- Calcium (Coral)
- Silica Gel
- Morning Life

Please also note that we will be closed on March 29th for Easter Friday.

## Olive oil

Two tablespoons of extra virgin olive oil per day, consumed unheated (don't use the oil to cook with – apply it raw to salad, bread, etc.) achieves a 10–12% reduction in LDL.<sup>[3]</sup> Olive oil has the added benefit of significantly lowering blood pressure,<sup>[3]</sup> as well as lowering blood glucose among people with diabetes.<sup>[3]</sup>

## Almonds, walnuts, pistachios

Consuming ¼ to ½ cup of raw, unsalted, unroasted almonds, walnuts or pistachio's per day reduces levels of LDL-cholesterol by approximately 7–10%.<sup>[4]</sup> They, like olive oil, also help to improve blood pressure and blood glucose control.

## Fish oil

Supplemental fish oil, at a dose of 2000–4000 mg of combined EPA and DHA per day, achieves important benefit to a cholesterol panel. It does not have an impact on LDL, yet it increases levels of beneficial HDL cholesterol, and simultaneously reduces levels of harmful triglyceride.<sup>[5]</sup> Note that the dose of fish oil required to impact cholesterol levels is quite large, and cannot be reasonably achieved through eating fish.

## Plant sterols

Plant sterols are molecules naturally found in all plant oils. They are commonly added to margarines, salad dressings, and other oil-based food products, and form the basis of such products being capable of making heart

health claims. At a dose of 500 mg three times per day (1500 mg total per day), plant sterols powerfully reduce LDL cholesterol (by approximately 14%).<sup>[6]</sup> Plant sterols should be taken with meals.

## Conclusion

Cholesterol remains an important cardiovascular disease risk factor. Regular screening of plasma cholesterol levels is highly recommended. If a problem with cholesterol levels is discovered, the combination of non-paper filtered coffee avoidance, olive oil, nuts, and supplementation with fish oil and plant sterols provides a powerful solution. The combination of these factors is usually able to achieve an impact to cholesterol levels equal to or slightly greater than that achieved with prescription statin medications.

## References:

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6. Musa-Veloso, K., et al. "A comparison of the LDL-cholesterol-lowering efficacy of plant sterols and plant sterols over a continuous dose range: results of a meta-analysis of randomized, placebo-controlled trials". *Prostaglandins, Leukotrienes, and Essential Fatty Acids* Vol. 85, No. 1 (2011): 9–28.



## Hypertension (elevated blood pressure) Effective natural solutions

High blood pressure (systolic >140 mmHg and/ or diastolic >90 mmHg) remains the leading cause of stroke, and as such is a major cause of debility. The two leading causes of admission to a long-term-care hospital facility are dementia and stroke. It is known as the “silent killer”, as there are really no symptoms of high blood pressure. This makes routine monitoring an absolute necessity.

A combination of simple diet/lifestyle strategies, coupled with a selection of key supplements, is capable of having a powerful and important therapeutic effect on blood pressure. Furthermore, unlike prescription medications which lower blood pressure regardless of what an individual’s pressure may be, natural solutions for blood pressure have no to minimal effect among people with normal blood pressure, yet powerfully lower blood pressure among people whose pressure is elevated.



### Diet and lifestyle approaches

Regular (4–6 times per week), moderate intensity exercise (such as walking), for an average duration of 20 minutes per day, achieves important benefit to blood pressure.<sup>[1]</sup> As can be expected, such a program achieves important benefit to a wide array of cardiovascular risk factors beyond blood pressure, including:<sup>[2]</sup>

- improved cholesterol levels;
- improved glucose control, and;
- weight loss/prevention of weight gain.

Making some simple diet changes, such as reduced consumption of saturated fat, trans fat, and cholesterol, reduced intake of fried foods, salty foods, while simultaneously increasing consumption of fruit and vegetables to achieve at least four servings of each per day, achieves highly significant reductions in blood pressure. The above suggestions were studied as a combination diet approach (with no exercise included!) and was found to achieve reductions in systolic blood pressure of 11.4 mmHg and diastolic blood pressure of 5.5 mmHg,<sup>[3]</sup> a result consistent with that achieved from prescription blood pressure lowering medications.

## Olive oil

Two tablespoons of extra virgin olive oil per day, consumed unheated (don't use the oil to cook with – apply it raw to salad, bread, etc.) achieves very powerful and important reductions to blood pressure. Among patients medicated for blood pressure, consumption of olive oil necessitates a reduction in dose of medication.<sup>[4, 5]</sup> Flax seed oil, at a similar dose, has also been shown to improve blood pressure levels.<sup>[6]</sup>

## Coenzyme Q<sub>10</sub>

At a dose of 60–220 mg per day, coenzyme Q<sub>10</sub> (CoQ<sub>10</sub>) powerfully reduces blood pressure<sup>[7]</sup>. It should be administered in divided doses (for example, 60 mg taken twice per day). Coenzyme Q<sub>10</sub> is safe to combine with essentially any prescription medication, including medications used to treat blood pressure as well as medications used among individuals who have survived a heart attack. The impact of CoQ<sub>10</sub> on blood pressure is similar to that of a prescription medication.<sup>[7]</sup>

## Hibiscus

Hibiscus, best known as a popular ornamental plant, has shown tremendous benefit to lowering blood pressure. Delivered either as a tea or as an extract, the herb has also shown important benefit for improving cholesterol levels and improving glucose control among individuals with diabetes.<sup>[8]</sup>

## Conclusion

Hypertension is an important cardiovascular risk factor that often goes unnoticed. Monitoring of blood pressure is important for

prevention of several consequences, most notably risk of stroke and heart attack. Improving diet and lifestyle, notably through engaging in frequent, moderate intensity exercise, as well as a “cleaner” diet that reduces fried foods, salt, and increases fruit and vegetable consumption are powerful tools for maintaining appropriate blood pressure or reducing blood pressure in people with hypertension. Supplementation with CoQ<sub>10</sub>, and/or the use of the herb hibiscus are powerful natural medicines that help control blood pressure among individuals with hypertension.



## References:

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# Natural products to support coronary health

## Cho-less-terin

Hypercholesteremia (high cholesterol) is the major controllable risk factor for coronary heart disease. **Cho-less-terin** delivers a comprehensive side effect-free approach to normalizing elevated cholesterol levels. **Cho-less-terin** promotes the conversion within the liver of harmful LDL cholesterol to bile for excretion, the inhibition of intestinal absorption of LDL cholesterol, and prevention of the oxidation of LDL cholesterol that leads to atherosclerosis (hardening of the arteries).



1274-1275

## Sterols&Sterolins

New Roots Herbal features four non-GMO sourced sterols and sterolins products. **Sterols&Sterolins** Cholesterol is a therapeutic blend of sterols, sterolins and certified organic flaxseed oil for a positive effect on cholesterol levels and HDL/LDL ratios. **Sterols&Sterolins** with Arabinogalactan normalize cholesterol levels, support the immune system, and help alleviate arthritic pain. Our **SuperImmune** formula delivers the comprehensive therapeutic effects of sterols and sterolins, arabinogalactan, and zinc citrate for balanced cholesterol levels and robust immune system function. **Sterols&Sterolins** Children is formulated to balance and bolster the developing immune system for children.



1191-1194

221-223

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1008-1195-1197

## Plantago

New Roots Herbal's **FiberUltra Rich Plantago + F.O.S.** is a soluble fiber and bulk-forming laxative that stimulates digestion and helps the body eliminate toxins including harmful LDL cholesterol. F.O.S. (fructooligosaccharide) naturally sourced from chicory root, complements plantago as an excellent prebiotic to support *Bifidobacteria* population within the colon for a wealth of health benefits. Our formula has the additional health benefits of hibiscus flowers, licorice root and cloves.



165-166

## Psyllium

Enriched with stevia for taste, **FiberUltra Rich Psyllium + F.O.S.** is a bulk-forming laxative high in fiber and mucilage. It includes F.O.S. to help probiotic *Bifidobacteria* to thrive within the colon for superior immune function. Hibiscus flower and licorice root promote cardiovascular and digestive health respectively. Cloves exert additional powerful antioxidant activity. Our premium formula is available in convenient capsule form, 200-gram and 340-gram formats, as well as in bulk.



85-156-396

## Co-EnzymeQ10

Our premium quality **Co-EnzymeQ10** is produced via bacterial fermentation under Japanese pharmacopeia, JP-15 certified. Coenzyme Q<sub>10</sub> plays a pivotal role for production of 95% of the body's energy. Concentrations of coenzyme Q<sub>10</sub> decline with age and are also depleted with prescription statin use. **Co-EnzymeQ10** can help your body meet the energy demands of the heart, liver and kidneys to support great health and an active lifestyle.



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# Red Palm Fruit Oil

## The super food!



Red palm fruit oil is currently enjoying a superstar status among the health and wellness elite—and for good reason.

Key benefits:

- Fights heart disease
- Trans-fat-free
- Boosts metabolism

Uniquely rich in potent antioxidants, it makes a nutritious and tasty way to protect your brain, heart, skin, and other organs from disease and aging. Cholesterol- and trans-fat-free, red palm fruit oil also boosts your metabolism and helps reduce stubborn belly fat. And all this from a sustainable, environmentally friendly product that's been used for centuries in western Africa and Southeast Asia.

### The Healthy Part of the Palm Oil Tree

Naturally pressed from the reddish pulp (mesocarp) of the fruit of the African palm tree (*Elaeis guineensis*). Its deep red/orange color comes from a high concentration of carotenes like *beta*-carotene (provitamin A) and lycopene, the antioxidants found in carrots and tomatoes, but which occur in red palm fruit oil in much higher concentrations. The body converts *beta*-carotene into

vitamin A, which helps promote a strong immune system and builds good vision. Red palm fruit oil is also one of the richest natural sources of tocotrienols and tocopherols (vitamin E) that scavenge damaging free radicals and play a protective role against aging and atherosclerosis. The combination of vitamin E, tocotrienols, carotenoids, coenzyme Q<sub>10</sub>, and other antioxidants makes red palm fruit oil a super-antioxidant food.

Red palm fruit oil is distinct from the oil derived from the palm kernel or nut, with only 50% saturated fat, a good 30% lower than most cooking oils.

### Take Heart in its Cardiovascular Benefits

As far as the heart and arteries are concerned, the benefits are many and significant. Red palm fruit oil has actually been shown to reduce bad cholesterol by as much as 37% in as little as a month.<sup>[1]</sup> Plus, it has a healthy impact on arteries by helping to reduce dangerous plaque buildup, and it prevents blockages, not to mention its ability to help maintain healthy blood pressure and promote circulation.

For more information, visit [www.newrootsherbal.com](http://www.newrootsherbal.com)



## Make a Smart Choice for Brain Health

The benefits of red palm fruit oil will also likely go to your head. Studies funded by the National Institutes of Health (NIH) in the USA have shown that the antioxidant tocotrienol, a natural form of vitamin E, can help reduce the effects of stroke by 40% by protecting your brain's nerve cells.<sup>[2]</sup> Plus, it helps increase blood circulation to your brain cells, to slow and even reverse damage, and prevent diseases such as Alzheimer's and other related dementias.

## Feel Good About Fighting Disease

The potential benefits from including red palm fruit oil in your diet extend well beyond heart and head. The antioxidant power of this unique oil may help protect against diseases such as osteoporosis, cataracts, macular degeneration, arthritis, and liver disease.



1784

Plus, it can help protect the skin from UV-ray damage and premature aging. Red palm fruit oil is utilized directly by the liver and is not stored like most conventional oils. This ignites the metabolism and increases the rate in which calories are burned.

## Versatile and Stable

Due to its balanced saturation level, red palm fruit oil keeps semisolid at room temperature naturally, which adds to its versatility since it can be spread on toast and vegetables like butter.

## How to Use

### Red Palm Fruit Oil

By adding as little as 1–2 tablespoons of *Red Palm Fruit Oil* to your daily diet, you can begin to reap the benefits.

A wonderful, high-heat-stable, nutrient-rich substitute for any other oil in just about any recipe, red palm fruit oil makes an excellent cooking oil for stir fries, and goes particularly well with the flavors of fish, chicken, tomatoes, garlic and onion.

However you use it, *Red Palm Fruit Oil* will sustain and support your path to health, nourishment and rejuvenation, one delicious meal at a time.

## References

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# Did you know?



## Sound of body, sound of mind!

A study published in the *Journal Neurology* involving 700 people in their 70's determined that those leading an active lifestyle had less anatomical brain shrinkage and superior cognitive function than their inactive counterparts.

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## Sleep on it

A recent study in the journal *Hypertension* determined that men who have a deeper sleep had lower overall blood pressure. Deep sleep triggers signals in the brain that relax blood vessels to lower blood pressure.

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## Tough as nails

Strong, supple nails may be a couple of lemon wedges and some **ArganOil** away. Mix equal parts **ArganOil** with and some freshly squeezed lemon juice, and soak fingertips for a minimum of ten minutes for great-looking nails and healthy cuticles.

# Travel Tips

## for Business or Pleasure

The importance of preparing body and mind for travel cannot be underestimated. A study conducted by the former head of NASA's Fatigue Countermeasures Program points to some practical measures that can prove useful for any traveler. The study focused on travelers crossing two time zones for trips lasting up to 4 days.

The night's rest preceding travel was reported to be the lowest at an average of only five hours. A loss of approximately one and a half hours of sleep can lead to a daytime alertness drop of one third. These findings stress that proper preparation for a productive trip requires more than confirming reservations and appointments. New Roots Herbal's **Sleep<sup>8</sup>** can help you bank the crucial hours necessary to get your business or personal travel off to a successful start.

**Travelers' Probiotic** is another excellent New Roots Herbal product to take in anticipation of domestic or international travel. Populating your intestines with the 12 beneficial probiotic strains, **Travelers' Probiotic** provides a safe form of protection from travelers' diarrhea. The suggested use is 1 to 2 capsules daily for up to two weeks prior to travel, as well as during your trip and the week following is recommended.

### Reference:

<http://www.medicinenet.com/script/main/art.asp?articlekey=52477>



1403-1443



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- Nourishes hair, nails and skin
- Prevents and reduces stretch marks

- Reduces skin aging
- Reverses UV damage

- Great for eczema
- Soothes cuts, scrapes, bites and stings

- A natural sunscreen to prevent wrinkles
- Helps relieve dry skin

- Reduces age/sun spots and freckles
- Ideal for delicate skin

- Deeply hydrates skin
- Improves skin elasticity

## Get back to the roots of skincare

Introducing New Roots Herbal's Exotic Oils. Sourced from around the world, these oils are naturally rich in beneficial fatty acids and vitamins as well as high in oxidative stability.

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