



# Natural Facts

*New product announcements, specials and information*

May 13th to June 28th, 2013



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**Men's Health**  
A focus on the prostate

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Meeting the demands  
of an **Active Summer**  
**Lifestyle**

**Enjoy** your summer

...and other great topics

Exclusively for Finer Health Food Stores

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



# Health Advice

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



## Men's Health: A Focus on the Prostate

Though not popularly discussed, prostate health or lack thereof impacts most men as they approach the age of 50 or older. It is hard to believe that this little organ, about the size of a walnut, can be so important. Nonetheless, prostate disease falls into two general categories: benign prostatic hypertrophy (BPH) and prostate cancer.

### Prostate Disease

BPH, commonly referred to as "enlarged prostate", is common among men over 50 years of age. Symptoms include urinary frequency, difficulty urinating, sense of urgency, or having to get up at night to urinate. These symptoms arise due to the enlarged prostate compressing on the urethra. Although symptoms have long been attributed to actions of the hormone testosterone, newer research suggests that excess estrogen, which can be converted from testosterone

in men especially in fat tissue, may also play a role.<sup>[1]</sup> Due to uncontrolled cellular proliferation causing increased prostate size, prostate cancer may also present with similar symptoms. Therefore, appropriate testing and assessment is crucial.

### Testing

The well-known blood test called PSA, Prostate Specific Antigen, is used to screen for prostate disease, but is not specific for prostate cancer since it will also be elevated in BPH.<sup>[2]</sup> Higher PSA predicts higher risk; however, it needs to be interpreted in light of other scores as well: in addition to testing total PSA, the ratio of free-to-total PSA is even more predictive of prostate cancer risk.<sup>[3, 4]</sup> While elevated total PSA predicts higher risk, lower free-to-total PSA correlates with higher risk. In some cases, PSA may decrease, but free PSA may decrease more, leading to an overall worsening in risk. It is therefore crucial to have a health care provider with

expertise in this area assist you in getting appropriate testing and interpreting the results of these tests.

Gleason score is another assessment system for determining the stage of prostate cancer and the need for treatment.<sup>[5]</sup> Early stage cases do not usually warrant aggressive anticancer treatment; a "wait and watch" approach is often advised. This is the ideal time to implement diet and lifestyle changes to either prevent cancer that has not yet become established, or to significantly slow the progression of an early-stage cancer.

### Natural Approaches

**ProstatePerform** has an incredible track record for management of symptoms of BPH. A mixed herbal and nutrient formula, **ProstatePerform** is one of New Roots Herbal's most successful products because men find rapid and simple symptom relief without needing to access prescription medications. **ProstatePerform** often works within a few days, and one or two can be taken



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Proud Member of



Voice of the Natural Health Industry  
Le voix de l'industrie de la santé naturelle

Member of the



### Please Note!

We will be closed on Monday June 24th (Quebec's National Holiday) as well as July 1st (Canada Day).



daily for ongoing symptom control. Since it reduces inflammation of the prostate, we also utilize **ProstatePerform** for prostate cancer.

An exciting dietary agent for the prevention and treatment of prostate cancer is the tomato-based flavonoid, lycopene.<sup>[6]</sup> Lycopene intake has been associated with approximately 20% reduced risk of prostate cancer.<sup>[6]</sup> In studies of prostate cancer patients, lycopene supplementation was found to slow the rate of disease progression as well as reduce

symptoms such as pain and urinary symptoms.<sup>[7]</sup> The target dose is 30 mg of lycopene per day, equivalent to ~2 tbsp of tomato paste per day, or 1 serving of cooked tomato 5 days per week.

In addition, low-dose selenium supplementation has been shown to reduce incidence of prostate cancer by ~50%.<sup>[8]</sup> We recommend a low dose of selenium: 50 mcg per day. An excellent source of selenium is Brazil nuts; a single Brazil nut delivers 50 mcg.<sup>[9]</sup>

## A Resounding Success at CHFA West!

A heartfelt thank you is in order for everyone that visited our booth and exceeded our expectations for CHFA West 2013. We enjoyed sharing samples of new products including:

**JUICY IMMUNE - ENERGY, RED PALM FRUIT OIL, and SILICA LIQUID.**

Our vision of becoming an industry-leader for sharing knowledge of the natural health products industry was also a resounding success with our educational seminars featuring **Dr. Heidi Fritz** and **Dr. Philip Rouchotas**. Our sessions were concise, well-received, and provided you and your staff with additional product knowledge which can help increase sales and profits for your retail operations.

Most of all, it was invigorating to meet many of you that we have to thank for our success and the bright future ahead for all of us in this dynamic industry.



**Feel free to contact your representative for information regarding hosting future training sessions.**

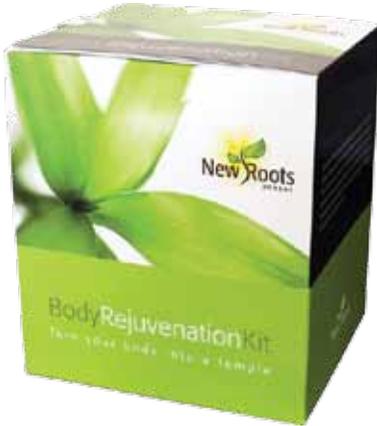
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# Take Better Care of Yourself

## The Importance of Body Rejuvenation



799

Vitamins, exercise, and diet can help rid the body of toxins, but they do not stop the buildup of putrefying toxic matter in the colon. A toxin-laden colon contributes to a polluted body environment that makes disease much more likely to begin, establish, and spread. This affects the liver, kidney, spleen, lungs, skin, reproductive organs, and the entire lymphatic system.

The **BodyRejuvenationKit** is a unique blend of proven specialty preparations, chosen for their cleansing and revitalizing qualities. These essential products effectively remove toxins through an internal body cleansing. This allows your body to begin concentrating its energy towards healing and achieving good health.

## The ultimate body **rejuvenation** program



2 bottles of PROLAX 60 capsules 430 mg  
1 bottle of FIBRE ULTRA RICH PLANTAGO 340 g  
1 bottle of PANCREATIN 325 mg enteric-coated  
120 capsules  
1 bottle of BENTONITE 500 ml

PLUS: 1 bottle of ACIDOPHILUS ULTRA 120 capsules  
(sold separately)

## Trade for the Better



1069-1070

Hidden sugar in processed foods is virtually impossible to avoid; you can observe the number of people at your local grocery store examining nutritional values of products and returning them to the shelves as proof positive.

New Roots Herbal's **SteviaSugar Spoonable** is the ideal, heat-stable, healthy alternative for sugar in everyday applications from homemade

lemonade to cooking and baking. It's calorie-free and safe for diabetics and hypoglycemic alike. The blend of intense flavor from the stevia extract with the pleasant malt finish of the chicory-sourced prebiotic F.O.S. (fructooligosaccharides) make it an excellent upgrade for use in any recipe. One teaspoon of **SteviaSugar Spoonable** equals the taste of 2 teaspoons of regular sugar.

## Premium Form of a Critical Micronutrient



1390

Magnesium is the human body's most important micronutrient, yet it's estimated that approximately half of North Americans are deficient. This critical element participates in over 300 reactions within the human body. Enzymatic reactions that metabolize fats and carbohydrates as well as transporting nutrients into cells are among them.

Supplementation can help with a wide array of illnesses ranging from osteoporosis to anxiety.

New Roots Herbal's premium **Magnesium Bisglycinate Plus** is fully reacted with two glycine (amino acid) molecules for maximum absorption, with an additional 30 mg of L-aurine per capsule for superior assimilation.

## Did You Know?



### The ABCs of Summer

A little dab of New Roots Herbal's **Tamanu Oil** applied several times per day will accelerate the healing of summer's abrasions, insect bites, burns, and cuts. Tamanu oil is also prized by Polynesian women for promoting clear, blemish-free skin, and used with infants to prevent diaper rash and skin eruptions.



### Too Tired to Eat?

Actually the opposite is true. A study at the New York Obesity Research Center reported that sleep deprived subjects gained more menacing visceral fat over a 5-year period than those reporting 7 to 8 hours of sleep. Sleep-restricted subjects eat as much as 300 excess calories following a poor night's rest.



*Red Palm Fruit Oil* is emerging as an indispensable ingredient for healthy eating. This versatile oil is thick and spreadable at room temperature, and can be converted to its liquid state when warmed. Its smoke point of approximately 450 °F makes it excellent and safe for high-heat stir fries, cooking, and baking – without losing nutritional benefits – as well as a great pairing for vinaigrettes and marinades.

Here are a couple of suggestions from our own test kitchen:

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## Roasted Garlic and Jalapeño Bagel Chips

Serves: 6–12

### Ingredients:

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- 6 bagels
  - 1 jalapeño pepper
  - 3 large cloves of garlic
  - ½ cup *Red Palm Fruit Oil*
  - Sea salt
- 

### Bagel Preparation:

Cut six bagels in half, then cut lengthwise to yield between 6 and 10 smile-shaped slivers per bagel.

### Oil Preparation:

Slice one jalapeño pepper lengthwise and remove seeds. Dice jalapeño and combine with 3 large cloves of roasted garlic in half a cup of New Roots Herbal's *Red Palm Fruit Oil*. Pulse blend to desired consistency.

Spread bagel slivers evenly on a cookie sheet, brush both sides with oil mix, dust lightly with sea salt to taste, and bake until desired crispness at 275 °F (about 15 to 20 minutes).

These healthy snacks are great on their own or served with your favorite dip.





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## Chicken and Mango Salad

Serves: 4

### Ingredients:

- 4 chicken fillets, skinned
- 4 tbsp. *Red Palm Fruit Oil*
- 6 green onions, sliced
- 6 cloves of garlic, finely sliced
- 2 medium-sized mangoes
- 2 tbsp. fish sauce
- Salt and pepper to season
- 2 tbsp. cane sugar
- Juice of 1 lime
- 3 red chillies, deseeded and finely sliced
- 1¾ oz. fresh coriander
- 1½ oz. fresh mint leaves
- 1¾ oz. your choice of lettuce
- 1–2 tbsp. roasted peanuts, roughly chopped (optional)

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Lightly season the chicken fillets and cut into strips. Sauté in 2 tbsp. *Red Palm Fruit Oil* until cooked.

Sauté the spring onions, using a little more *Red Palm Fruit Oil*; fry the garlic until golden, and mix together in a bowl.

Peel and cut the mangoes into strips about ¼ inch thick, then add to the bowl along with fish sauce, sugar, lime juice, and chillies.

Add the herbs, lettuce, and 2 tbsp. of *Red Palm Fruit Oil*. Season and mix everything together with the chicken. Scatter the roasted peanuts (optional) over the top.



# Health Advice

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



## Meeting the Demands of an Active Summer Lifestyle

With the summer weather around the corner, the outdoors begins calling. Those of us who ramp up our exercise program along with the warmer weather seek to achieve a variety of goals: reduce stress, improve cardiovascular fitness, boost our energy, and trim our waistlines, all while avoiding exercise-related pain and/or injury. The good news is that, alongside a well-designed workout regime, there are several natural health products available to assist us with improving physical performance, decreasing pain, and enhancing weight-loss.

Well-known training effects include increased cardiovascular fitness and improved capacity for cellular respiration or energy production. Cardiovascular fitness refers to the improved ability of the heart and lungs to deliver oxygen to the tissues and remove waste products. This means better ability to pick up oxygen from the lungs, stronger and more efficient pumping ability of the heart muscle, and better delivery of blood and nutrients to the cells. The heart rate actually drops when performing the same level of activity as fitness improves. Improved cellular energy production refers to an up-regulation of the enzymes needed to produce ATP (energy) inside the cells. The number

of mitochondria, or cellular powerhouses, inside the muscle cells is increased, so that more fuel can be broken down more quickly to meet increased energy needs. There are several natural supplements that can help augment the body's own ability to burn fuel, enhancing weight-loss and improving performance.

Medium-chain triglycerides (MCTs) assist with weight loss by uncoupling a cellular process called *beta-oxidation*, which occurs in the mitochondria and is the process by which the cells burn fat into CO<sub>2</sub> and ATP. MCTs work by making this process less efficient, necessitating the use of more fat to produce the same amount of energy by the cell.



Studies conducted in highly controlled environments where no exercise is imposed have demonstrated that MCTs enhance fat metabolism, resulting in burning more fat for energy.<sup>[1, 2]</sup> Preliminary reports also suggest that MCTs enhance endurance performance. In environments where exercise is imposed, fat metabolism is still increased; however, endurance is also improved: in one study, exercise time to exhaustion for moderate intensity activity was almost doubled with MCTs compared to long-chain triglycerides.<sup>[3]</sup>

Creatine is a well-known performance enhancement supplement. Creatine acts as a phosphorus group donor, and is crucial to the regeneration of ATP from ADP during high-intensity anaerobic activity such as running sprints, weight lifting, or other stop-and-go activities.<sup>[4]</sup> This energy system is the second most important source of energy during this rapid type of activity, after glycolysis. Creatine allows for more rapid training gains because of improved energy availability to the muscle.<sup>[4]</sup> Creatine should be dosed at 3 grams per day.

One of the problems that can limit the ability to train is musculoskeletal pain. Pre-existing arthritis discourages many from participating in regular exercise. Likewise, overtraining or improper training can lead to injuries that impose a forced break if serious, or hamper one's ability to exercise. It is crucial to



choose an appropriate type of activity, geared to your fitness level and state of health, and to stretch and warm up properly beforehand to avoid injury. Start gently and gradually build up the intensity and time spent exercising.

In addition, natural agents that support the healing of joint tissues, such as glucosamine and Natural Eggshell Membrane (NEM<sup>®</sup>), can be taken before and during an exercise program to manage arthritis. Natural anti-inflammatories, such as a concentrated fish oil and anti-inflammatory herbs, can also help limit joint pain. NEM<sup>®</sup> has been shown to be effective in repairing damage to joint tissues including cartilage, thus preventing or slowing the progression of osteoarthritis (wear-and-tear arthritis).<sup>[5, 6]</sup> Curcumin, boswellia, and Devil's claw are three powerful anti-inflammatory herbs that have been shown to decrease joint pain and increase range of motion.<sup>[7, 8]</sup>

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# Enjoy Your Summer

## Start Your Day the Juicy Way



1511

**Juicy Immune-Energy** is formulated with several objectives: a robust source of antioxidant action; strong immune support for protection from colds, flu, and illnesses; and superior overall health to stave off the onset of age-related degenerative diseases including coronary heart disease and macular degeneration.

The challenge was to create a great-tasting, comprehensive formula with premium

nutraceuticals that would be a welcome addition to any wellness regimen.

**Juicy Immune-Energy** delivers a great-tasting drink with the delicious flavor of our dark-skinned organic berry blend naturally sweetened with premium stevia extract. It's a great way to safeguard your health at a mere 17 calories per portion!

## A Product to Feel Passionate About



1410-1426

*Passiflora incarnata* (Passionflower) is a flowering plant steeped in history for medicinal use by native North Americans.

Flavonoids in passionflower are the primary compounds responsible for its relaxing and anti-anxiety properties. Passionflower is also a popular remedy for stress-related insomnia. It can be an effective, side-effect-free alternative to many prescription drugs prescribed for anxiety.

The popularity of passionflower has soared in recent years with the discovery of the correlation between stress and the accumulation of menacing and unsightly belly fat. Passionflower extract reduces the effects that stress exerts on the adrenal glands; those effects promote the growth of stubborn belly fat.

New Roots Herbal's **Passion Flower** extract is definitely a product that can make you feel good and look great this spring and summer.

## One Less Thing to Worry About When Traveling



9-142-1641

With the arrival of warm weather, you think of the holidays? Whether you're planning a trip abroad or simply regional activities such as camping or outdoor activities, New Roots Herbal's **GrapefruitSeed Extract** is an essential product to include in your travel kit!

**GrapefruitSeed Extract** helps fight travelers' disease that can cause nausea, cramping, bloating and stomach pain. It can be added to drinking water to make it safe for consumption.

Several drops of **GrapefruitSeed Extract** per liter of water also make an excellent rinse for market fresh fruits and vegetables at home or while traveling.

Oral administration of 5 to 15 drops three times a day is beneficial to the health by increasing resistance to bacterial, fungal, and parasitic infections. **GrapefruitSeed Extract** is ideal for an efficient immune system.

The extended disinfectant action of **GrapefruitSeed Extract** resulting from naturally occurring citrus bioflavonoids and a complex profile of organic acids make it a great alternative to synthetic antimicrobials.

New Roots Herbal's grapefruit seed liquid extract is available in 250 ml, 112 ml, and a convenient 30 ml format suitable for carry-on baggage during air travel.

## Withstand Stress and Strain with Strong Bones



296-297-950

1721-1722-1723

**StrongBones** will help strengthen the matrix of the bones within the entire skeletal system to better prepare your body for the strenuous task of tackling those projects you've planned for the spring and summer months.

Strong, healthy bones not only provide a strong resilient framework for your entire body: healthy bones are essential as points of attachment for tendons and ligaments crucial for pain-free range of motion.

Osteoporosis is most often associated with post-

menopausal women; however, it's also a health concern for men. According to Osteoporosis Canada, one in three women and one in five men will suffer an osteoporosis fracture in their lifetime.

**StrongBones** contains the most readily absorbable form of calcium, microcrystalline hydroxyapatite (MCHA). It boasts a total of 22 critical nutrients and cofactors including two premium forms of vitamin K<sub>2</sub>, menaquinone-4 and -7, known to help remove old cells and generate new ones.



## Disease-fighting, nutrient-rich superfood.

*Red Palm Fruit Oil* is a nutritious and delicious way to protect your brain, heart, skin and other organs from disease and aging.

- Heart healthy
- Boosts metabolism and energy
- Rich in antioxidants
- Cholesterol and *trans*-fat-free
- Sourced from an RSPO accredited supplier

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



Approved by **nature and science.**

**New Roots**  
HERBAL