



Natural Facts

New Product Announcements, Specials, and Information

January 13th to February 28th, 2014



Health Advice:
Energy Boost tips

Renewed **Energy**
and **Vigour**

Culinary Corner:
**Portage la
Prairie Pesto**

New Product Updates:
**4 New Products
Now Available!**

Health Advice:
Resolutions for
better **health**

Smoke-free and
Healthy

...and other great topics

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

Exclusively for Finer Health Food Stores



Health Advice

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



Tips to Boost Your Energy

It is not unusual for patients to walk into a doctor's appointment citing nonspecific feelings of poor well-being, stress, and fatigue. In fact, this is the norm for an overwhelming number of patients who see a naturopathic doctor. There are a number of factors that impact energy levels, ranging from dietary habits to food sensitivities, nutrient status, exercise, and sleep habits. Improving these areas can help patients successfully undertake new goals.

Diet

Dietary habits to improve energy levels include avoiding foods high in refined sugar and carbohydrates, such as bread, cookies, muffins, crackers, and pastas. These foods trigger a blood-sugar rollercoaster, where an initial spike in blood glucose triggers a massive release of insulin, followed by low blood sugar (hypoglycemia). This typically happens 1–2 hours following

food consumption. Low blood sugar can be accompanied by feelings of weakness, fatigue, poor concentration, anxiety, and even headaches. It also causes us to reach out for food that will increase blood sugar levels again, usually another high-sugar food, continuing the cycle. This cycle also promotes weight gain due to sugar intake and insulin release.

Consuming foods rich in fibre, healthy fats, and protein, such as fresh fruit & veggies, nuts, and hummus, is a good option.

Food Sensitivities

Many people suffer from fatigue due to hidden food sensitivities. This may be accompanied by digestive symptoms such as gas, bloating, constipation, or diarrhea. Foods such as wheat, rye, barley, dairy products, eggs, and soy foods are common triggers for many people. Upon following a strict hypoallergenic diet, patients often find their energy levels improve.



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Proud Member of



Member of the



New Roots Herbal is excited to welcome **Don Harris** as account manager for the province of Alberta.

As a certified clinical nutritionist, Don specializes in the human anatomy and neurological sciences. He is passionate about teaching others how to use nutraceuticals and healthy lifestyle programs to heal their whole being. Don has worked in the natural health food industry for over 10 years. During this time, he has enjoyed working as a sales representative, key account manager, as well as sales manager. Don values contributing to the natural health community.





Nutrient Status

Certain nutrient deficiencies can contribute to chronic fatigue. Most importantly, these include the B vitamins, iron, and protein. Even in the absence of frank anemia, low iron levels can be a cause of fatigue, especially in women of reproductive age.^[1] Patients should have iron levels checked through bloodwork prior to iron supplementation, however, as excess iron can also be harmful. Supplementation with a B-complex vitamin has been shown to improve cognitive performance as well as energy levels even among otherwise healthy adults.^[2]

Sleep

It may seem obvious that poor sleep contributes to fatigue. However, for many people, the definition of poor sleep is not clear. Not only is the length of sleep important, but entering the deep stages of sleep — stages 3 and 4,

as well as REM (rapid eye movement) sleep — is important, as these are the most restorative phase of sleep.^[3] This is the phase where dreaming occurs. Patients who are waking up unrefreshed may not be entering REM sleep and may have poor sleep quality. Use of natural supplements such as melatonin, passionflower, and magnesium can help these people. In patients who are under high levels of stress and may be suffering from depression or anxiety, addressing this underlying problem can help improve sleep quality. In perimenopausal women, hormone imbalances, particularly related to low progesterone levels, can contribute to insomnia and night sweats.

Finally, paradoxical as it may seem, engaging in a regular exercise program helps improve energy levels.^[4] Start today to improve all areas of your health, including mood, energy, and well-being.

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Renewed Energy & Vigour

Double Up on Strength and Stamina



1546-1800

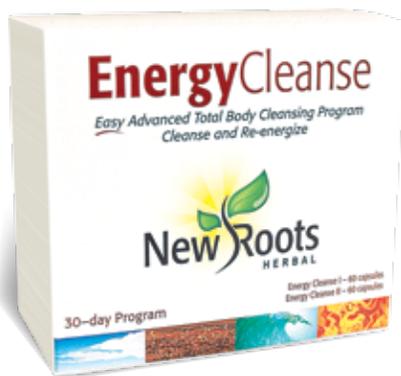
**New
Format
Available**

New Roots Herbal's **MCTEnergy** is now available in a convenient 1 litre format, due to its soaring popularity as a reduced-calorie source of healthy fats with minimal weight-gain potential. The mellow flavour also makes it easy to have on its own or

incorporated into smoothies, soups, and even salad dressings.

MCTEnergy quenches body and mind with the versatile, dynamic, and easily metabolized source of fuel to meet the energy requirements of an active lifestyle.

30 Days Make a World of Difference



1540

EnergyCleanse employs a targeted two-part strategy to amplify your energy levels and elevate your overall health. Our advanced, easy-to-follow program features nine nutrients dedicated to liver cleansing, repair, and rejuvenation.

EnergyCleanse I stimulates the liver's ability to neutralize and eliminate toxins, produce bile, and store vitamins and minerals. It also improves the capacity to convert glucose to glycogen to meet short-term energy requirements.

EnergyCleanse II contains 11 special nutrients and six homeopathic salts that focus on the reduction of impacted fecal matter and the elimination of accumulated toxins within the entire gastrointestinal tract. Their collective therapeutic effect improves regularity, nutrient absorption, vitamin synthesis, and the maintenance of critical electrolyte levels.

An annual or semiannual date with **EnergyCleanse** is recommended for a surge in energy and superior immune system function crucial for an active healthy lifestyle.

Horny Goat: Great Name, Sound Science



847

Folklore has lent a terrific common name to this precious perennial. Modern scientific methods have identified and isolated the marker compound found within the leaves of horny goat weed to back up over 2,000 years of traditional use.

New Roots Herbal's **HornyGoat Weed** is harvested from the leaves of *Epimedium grandiflorum*, which is among the most potent species belonging to this family of plants. It's known to exert health benefits ranging from neuroprotective activity to fighting osteoporosis. Our product is standardized to 20% icariins, recognized for its libido-enhancing properties. The mechanism of action is straightforward: it inhibits activity

of the enzyme that limits blood-serum levels of nitric oxide. Higher levels of nitric oxide relax smooth muscle within arteries to increase blood flow, critical for erectile tissue arousal. **HornyGoat Weed** is among the most popular supplements for male libido enhancement; however, its positive effects on sexual arousal can be harnessed by both genders.

Simple and side effect-free supplementation with **HornyGoat Weed** (20% icariins) from New Roots Herbal could be the spark necessary for amplified sexual energy and romantic renewal this winter.

**New
Product
Available**

Maca

Increase Energy and Libido



1835

Maca, also known as Peruvian ginseng, has a rich history of therapeutic use for immune strengthening ability, hormonal balance, energy, stamina, and increased libido for both genders. Harvested high in the Andes mountain range, the roots of the prized plant are a nutrient-rich source of amino acids, vitamins, minerals, fibers, sterols and beneficial fatty acids.

Maca is also a potent antioxidant with up to 22 individual phenols in its profile of beneficial organic compounds.

Maca is recognized as a potent endocrine adaptogen, helping balance hormonal levels critical for all organ systems. It also delivers a natural thrust for energy levels free of the side effects associated with many energy supplements.



Portage la Prairie Pesto

Ingredients:

- 2 cups sliced baby spinach
- ½ cup Italian parsley
- ½ cup certified organic hemp hearts* (seeds)
- ¼ cup parmesan
- 3 or more cloves of garlic
- 2 tbsp New Roots Herbal Red Palm Fruit Oil
- 1–2 drops of New Roots Herbal Wild Oregano C93 (to taste)
- ¼ tsp sea salt
- ¼ tsp black pepper

*Organic Manitoba-grown hemp seeds are available at most health food stores

Directions:

Blend spinach, parsley, and garlic with Red Palm Fruit Oil. Add remaining ingredients and blend briefly for a coarse, meal-like consistency. More oil can be added to reach preferred consistency.

Add directly to piping-hot fresh pasta and enjoy.

Also pairs well with poached eggs, grilled chicken, or blackened salmon.



New
Format
Available

Juicy Immune-Energy

Convenient Sachets for an Active Lifestyle!

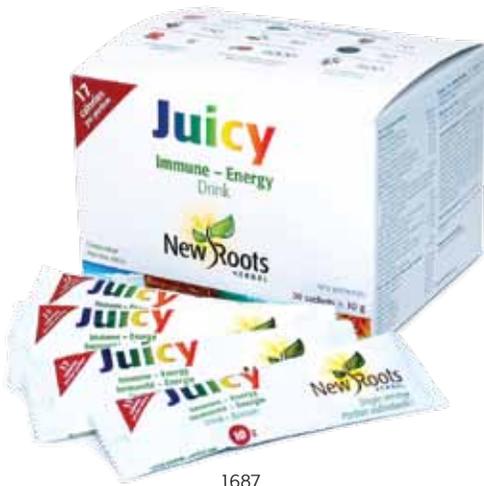
Juicy Immune-Energy is the most complete beverage dedicated to immune performance, protection from degenerative disease, day-to-day defense from colds and flu, and lasting energy throughout the entire day. Our exquisite formula delivers the antioxidant benefits of 9 berries and 17 nutraceutical extracts, standardized to specific marker compounds that actively defend your health.

Juicy Immune-Energy is also naturally sweetened with stevia and contains a mere 17 calories

per portion, with no added sugar or empty calories.

Juicy Immune-Energy is now available in a convenient sachet format. Consumers now have the added convenience of turning a bottle of spring water into a healthy, refreshing, energy-filled beverage while on the run.

Harness the health benefits of the 26 premium nutrients in **Juicy Immune-Energy** to propel your active, healthy lifestyle to the next level.



1687

Did You Know?



Read the Study, Do the Math

A recent campaign from one of Canada's marketers of oregano oil discusses the results of a report on the effectiveness of Canadian brands of oil of oregano.

It is subjective to claim, based on this report, that one brand is more effective than another. Having read the actual study we noted a couple of important considerations:

1. All brands were fully active and reduced viral activity to noninfectious levels.
2. **Products that had a stronger oregano to olive oil ratio had increased cytotoxicity.**

The carrier oil used (olive oil) reduced this damaging effect. Stronger products were harsher, but didn't lead to a more effective viral kill.

All things considered, it's good news that Canadian consumers have a great selection of effective oregano oil products from which to choose.

Here's the link to the actual study the marketing document references. The study speaks for itself.

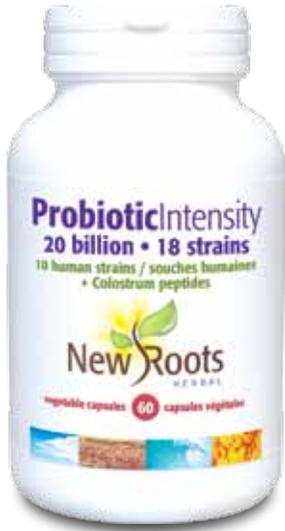
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Product Available Soon

Probiotic Intensity

New 20-Billion-Cell, 18-Strain Formula



1878-1880

Available in February

Each Ph⁵D enteric-coated vegetable capsule contains 18 cultures of 20 billion live cells:

<i>L. rhamnosus</i> R0011	4.461 billion CFU
<i>L. casei</i> HA108	3.825 billion CFU
<i>L. rhamnosus</i> R1039.....	3.346 billion CFU
<i>L. paracasei</i> HA196.....	1.562 billion CFU
<i>B. bifidum</i> HA132.....	1.216 billion CFU
<i>L. rhamnosus</i> HA111	1.065 billion CFU
<i>L. rhamnosus</i> HA114	0.976 billion CFU
<i>L. acidophilus</i> R0418	0.613 billion CFU
<i>L. helveticus</i> R0052.....	0.558 billion CFU
<i>L. plantarum</i> R1012.....	0.446 billion CFU
<i>L. casei</i> R0215	0.446 billion CFU
<i>B. longum</i> R0175.....	0.335 billion CFU
<i>B. infantis</i> R0033	0.335 billion CFU
<i>B. breve</i> R0070.....	0.335 billion CFU
<i>Streptococcus salivarius</i>	
ssp. <i>thermophilus</i> R0083	0.223 billion CFU
<i>L. salivarius</i> HA118.....	0.186 billion CFU
<i>Lactobacillus delbrueckii</i>	
ssp. <i>bulgaricus</i> R9001	0.056 billion CFU
<i>L. reuteri</i> HA188.....	0.044 billion CFU
Bovine colostrum (from <i>Bos taurus</i> liver), 8% proline-rich polypeptides.....	25 mg

Strains: Human • Dairy • Silage*

*Fermented whole-plant material

Probiotic Evolution and Growth

We're excited to add a new member to our family of premium enteric-coated probiotic products. **ProbioticIntensity** is formulated with a focus on both potency and diversity. Our exclusive formula features 20 billion colony-forming units sourced from 18 specific probiotics, 10 of which are of human origin. This ensures the site-specific benefits of our probiotic blend are exerted throughout the entire intestinal tract.

The Strength of 10 Specific Human Strains!

The origin of a strain is not the sole criteria for effectiveness; however, the ability to survive intestinal transit proves human strains can colonize at multiple locations throughout the entire gastrointestinal tract. **ProbioticIntensity** includes the strength and diversity of benefits from 10 billion probiotic cells of human origin, including those belonging to: *Bifidobacterium infantis*, *breve*, and *bifidum*, as well as *Lactobacillus acidophilus*, *paracasei*, *casei*, *rhamnosus* (HA111, HA114), *reuteri*, and *salivarius*. These strains have many beneficial properties; however, their creation of an ideal intestinal pH level

throughout the intestines is indispensable for great health and superior immunity.

Colostrum: Complete and Comprehensive

Our formula also contains bovine-sourced colostrum standardized to 8% proline-rich polypeptides for multiple benefits that include: systemic support for immune function, destruction of pathogenic microorganisms within the intestines, healing action for intestinal mucosa, and the creation of a favorable environment for prebiotics to stimulate growth of beneficial bacteria.

Probiotics Intensity: A Formula Worthy of Its Name

Our formula is unrivalled in the probiotic sector for diversity of scientifically proven probiotic strains, product potency, inclusion of complementary prebiotics, and immune system-enhancing proline-rich polypeptides.

The synergistic action of the entire ingredient deck contained within each enteric-coated capsule of **ProbioticIntensity** could lay the foundation for a future of great health and superior immune system performance.

L-Carnitine Tartrate

Increases Strength and Stamina, Burns Fat



1795

L-Carnitine-L-tartrate (LCLT) is a stable, biologically active form of L-carnitine with a diverse range of metabolic benefits. This amino acid participates in the conversion of fatty acids for energy production; however its role in muscle growth and recovery is critical for elite athletes and anyone experiencing exertion-related fatigue and soreness alike.

LCLT has been shown to enhance consumption of available oxygen for muscles during intense training. This directly benefits development of

both strength and stamina. LCLT also reduces muscle disruption resulting from high-intensity resistance-training regimens. Magnetic Resonance Imaging (MRI) results from trials of male weight-lifters at the University of Connecticut's Department of Kinesiology reinforce the role of LCLT in muscle recovery and growth. The reduction of damage to muscle tissue preserves a greater number of intact hormone receptors, which allows the body's testosterone and other growth factors to accelerate muscle growth and recovery.

Supplementation with New Roots Herbal's **L-Carnitine Tartrate** can play a crucial role in exertion-related muscle repair, growth, and stamina for voluntary muscle groups. It also aids to burn stored fat for increased energy use. LCLT use has also been recognized to improve myocardial (heart) performance; this warrants further consideration for heart attack survivors and those with risk factors for coronary heart failure alike.





Health Advice

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



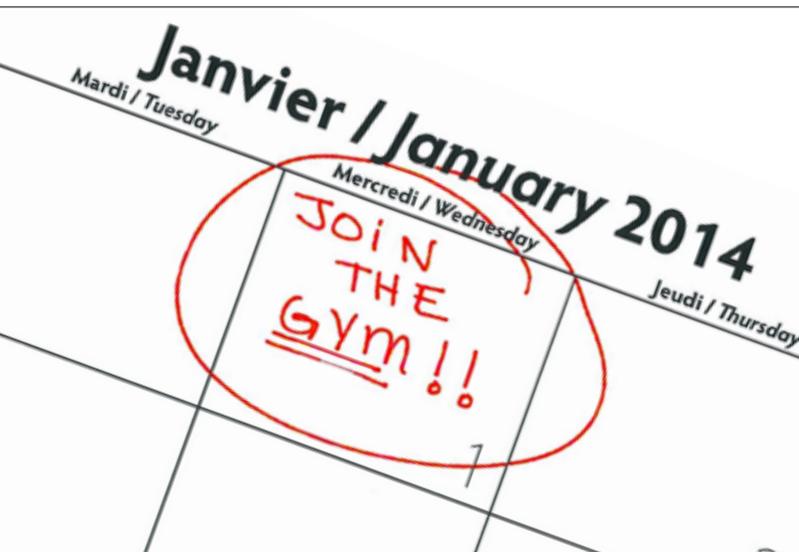
Resolution for Better Health

Everyone enters the New Year with good intentions, intent on turning over a new leaf. Not everyone enters the New Year with a plan to support these resolutions, however. It is easy during the holidays to envision a 180° turnabout on January 1st; however, once the hectic grind of day-to-day life sets in, these resolutions are quickly abandoned. Whenever embarking on a new goal, it is critical to set up a plan, a plan that accounts for expected obstacles and strategies to minimize or overcome these obstacles.

function), as well as some type of mental-emotional support. Not only is sticking to these commitments difficult in the face of day-to-day life, with exercise easily squeezed out of the routine as soon as things get busy, but for many people, the process of losing weight, particularly if it is significant amounts of weight, raises emotional issues related to self-image that must be dealt with as part of the process. In this case, having a professional to help guide and support the process is helpful.

A weight-loss program is more likely to be successful if other areas of health – such as energy levels, sleep quality, and musculoskeletal health – are functioning at 100%. For instance, initiating an exercise program often results in new aches and pains, as formerly unused muscles are forced into motion. Starting an exercise program gradually, under the supervision of a trainer or naturopathic doctor, can help offset injury. In addition, use of anti-inflammatory oils/creams or joint-support supplements can help alleviate pain.

Sleep has been shown to be a critical, unsung factor in weight gain or loss. For instance, one study found that adolescents getting under eight hours of sleep were more likely to have a lower quality diet.^[1] This makes sense in that when



Weight loss is probably the most common goal people set for the New Year. Important components of a successful weight-loss program are a clearly laid-out eating plan, commitment to regular exercise, an assessment of possible hormonal imbalances (such as low thyroid



we are tired, we tend to reach for quick energy, which tends to be high in sugar and high in carbohydrates. Sleep deprivation also increases cortisol levels.^[2] Another study found that sleep deprivation led people to consume more calories, even though they were not expending more.^[3] Fatigue inhibits exercise, and one's ability to perform the other parts of a lifestyle change to lose weight, such as cooking healthy meals and following a restricted diet. One study found that simply "transitioning from an insufficient to adequate/recovery sleep schedule decreased energy intake, especially of fats and carbohydrates, and led to -0.03 ± 0.50 kg weight loss".^[4] It is important to maintain a regular sleep routine providing at least eight hours of sleep, and use of specific supplements can help in this area for patients experiencing poor sleep quality.

Finally, even when sleep is adequate, many people struggle with fatigue, which inhibits adherence to lifestyle change. This type of fatigue can be due to dietary factors such as hidden food sensitivities, nutrient deficiencies, as well as suboptimal adrenal function developing as a result of chronic stress. Interestingly, patients with obesity often suffer from low cortisol levels.^[5, 6] In addition, suboptimal levels of B vitamins, iron, and protein can contribute to chronic fatigue.^[7, 8, 9] Avoiding foods rich in refined sugar, caffeine, and processed foods can help stabilize blood glucose and actually improve energy. Supplementing with B vitamins, iron if indicated, a plant-based energy drink, and consuming protein at least twice per day can help people feel lighter and more energetic, and as a result, more able to fulfill the commitments entailed by new life goals.

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Smoke-Free and Healthy

Stop Smoking; Enlist our Tenacious Trio!



242

Regardless of whether smoking is classified as an addiction or a disease, it kills. According to the Canadian Cancer Society, it's responsible for 30% of all cancer-related deaths and approximately 85% of all lung-cancer cases.

The sociological reasons people smoke are numerous; the pharmacological motivation to smoke is simple. Nicotine has the same characteristic that a select class of beneficial natural health products possesses: the ability to cross the blood-brain barrier. Once inside the brain, it releases the neurotransmitter dopamine which is synonymous with pleasure. However, in addition to the nicotine content of tobacco, there are also more than 4,000 chemicals, at least 50 of which are cancer-causing.

For those ready to quit, a healthy dose of willpower coupled with the therapeutic benefits of New Roots Herbal's **StopSmoking** can be the ideal tandem to break nicotine's grip on your health.

StopSmoking employs three potent and proven herbs that can pave the road to freedom from tobacco dependence. Plantain causes a strong distaste and aversion to tobacco use, as well as being an effective expectorant for clearing the lungs of accumulated toxins. Lobelia is a multifaceted herb with compounds similar to nicotine that curb food cravings, act as a cough suppressant, and help cleanse the body. Alfalfa has systemic benefits as it oxygenates the blood and detoxifies the body.

Each passing day free from tobacco use is a step closer to feeling better, looking better, and the adoption of a healthier, more active lifestyle and endorphin production for a natural nicotine-free feeling of well-being.



The Multivitamin that Makes Sense



1726-1731-1734

Approximately 40% of North American adults incorporate multivitamins into their daily wellness regimen. The trap many of us fall prey to is selecting a product that simply reflects the alphabet.

New Roots Herbal's **Multi** was formulated by two of Canada's foremost naturopathic physicians to meet the vitamin, mineral, and nutrient status critical for the adolescent to the elderly. Our formula is free from vitamin A and also free from *beta*-carotene, as well as iron. These nutrients are best consumed as part of a healthy diet and are also common additives to a wide variety of foods; additional supplementation of these vitamins and minerals can actually pose their own health risks.

generation of cellular energy responsible for strength and stamina, a strong skeletal system, oxygen-rich red blood cell production, antioxidant action, and immune system performance critical for resistance to illness and disease.

Seven premium forms of B vitamins are featured in our formula. A constant supply of these water soluble nutrients serve as critical cofactors in hundreds of enzymatic reactions responsible for virtually every aspect of health and well-being. In fact the 50 mg of vitamin B₆ in the biologically active form of pyridoxal-5'-phosphate (P5P) per capsule is an equivalent amount found in many competitors single ingredient products. This metabolic powerhouse is a vital for hemoglobin formation, the component of blood responsible for delivering oxygen to all living tissue within the human body.

Vitamins C, D, and E exert collective benefits which include immune support, assimilation of calcium for better bones, and protection of cells from harmful free radicals. The superior, biologically active vitamin K₂ in the form of menaquinone-4 is extremely beneficial for the elderly as it inhibits formation of cells (osteoclasts) that cause bone resorption. Seven additional trace metals identified for their role in health, immunity, strength, stamina, and vigour complete the benefits from choosing New Roots Herbal's **Multi**.



Multi focuses on therapeutic amounts of the dynamic nutrients necessary for: maximum nutrient intake, the

Pain-Free “Après Ski” with Body Muscle Massage



341-514-732-1198-1050

Après ski, the universal term for slope-side socializing following a day of skiing or outdoor winter fun, has a perfect partner. **BodyMuscle Massage** is a spa-quality formula with 14 natural ingredients that exert healing effects deep within sore, aching muscle groups for targeted relief of pain and inflammation. Its analgesic action helps flush out lactic acid buildup to alleviate muscle soreness and spasms, and stimulate microcirculation to accelerate the healing process from the rigorous demands of winter sports and activities.

Pamper yourself with our botanical blend of skin-soothing emollients and therapeutic extracts of calendula, arnica, gentian, hayflower, hypericum, balm mint, juniper, chamomile and *Aloe vera*.

BodyMuscle Massage penetrates deeply for pre- or postactivity deep-tissue sports massage. Its natural evergreen scent also stimulates the senses to set the tone for a mood-enhancing massage focused on serenity and total body relaxation.

Topical application of *Arnica montana* gel proved effective for relief of osteoarthritis of the knee in a clinical trial involving 26 men and 53 women. Pain and stiffness were measured according to the WOMAC* index. The deep healing, penetrating medicinal effects of arnica are among the botanical extracts featured in New Roots Herbal's spa quality **BodyMuscle Massage**.^[1]

*Western Ontario and McMaster Universities Index

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Dry and Chapped Skin? Try a Little Tenderness



Organic baobab oil has a rich history of use for keeping skin sumptuous and supple when faced with the harsh, arid climate of Africa. The same nutrient-rich therapeutic benefits of baobab oil can also soothe, heal, and protect skin from exposure to bitter winter conditions. The fatty acids, sterols,

and vitamins A and E quench the skin leaving it soft, smooth, hydrated and resilient.

New Roots Herbal's organic **BaobabOil** is a pure, premium source of support for great-looking skin as you embrace all that winter's wonders have to offer.



Natural Facts magazine is published every 6 weeks. Distributing 2700 copies (2075 in English and 625 in French) through Canada.

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Recipe: Gordon Raza
Printing: Transcontinental
Distribution: AMP / Canada Post

The New Roots Herbal **Choose to Care** program will now help contribute over

\$100,000

to charities in 2014



Every year, New Roots Herbal's Choose to Care program donates over \$100,000 to partner organizations.

By simply purchasing any bottle, consumers are contributing.

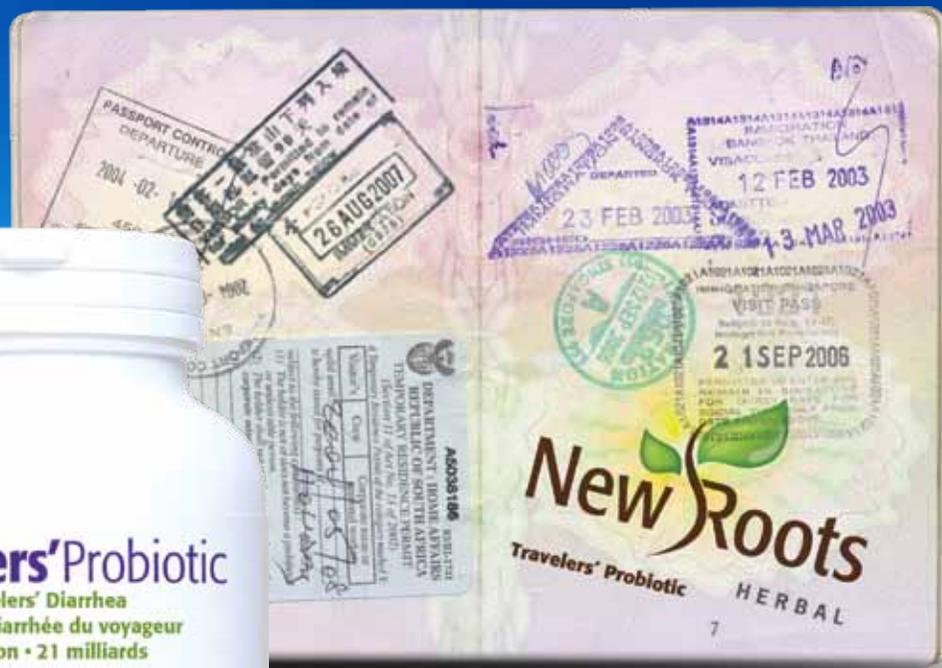
They purchase their favorites; we make the donation.

The Choose to Care program is a path to protecting, feeding, and caring for our planet.

Getting involved has never been so easy. Learn more at choosetocare.ca

Partner Organizations





Travel tip...

Taking **TRAVELERS' PROBIOTIC** before, during and after traveling abroad will protect you from intestinal upset and travelers' diarrhea.

The 12 beneficial probiotic strains in new **TRAVELERS' PROBIOTIC** crowd out harmful microorganisms that can cause travelers' diarrhea, neutralize their toxins, and populate your intestines with healthy intestinal flora.

Best of all, thanks to the protection of our advanced PH⁵D enteric coating, you can be assured that our 21 billion probiotic cells will safely escape your harsh stomach acids and be delivered "alive and active" directly to your intestines for 100% optimal results! **Bon voyage!**



WHATEVER YOUR PROBIOTIC NEEDS,
WE'VE GOT YOU COVERED:

- IBS Urgency** – Relieves IBS symptoms
- Acidophilus Ultra** – Fortifies immune and intestinal health
- Probiotics Urgency** – Essential after taking antibiotics.
50 billion live cells for fast results



- Our in-house laboratory has 11 scientists:
3 PhDs, 3 MScs, and 5 BScs
- We exceed government testing requirements

For more information, visit
www.newrootsherbal.com