

new  
roots



# Natural FACTS

AUGUST 1 TO SEPTEMBER 15 2006

## SERRA-PLEX

A natural  
anti-inflammatory



- Multi-Enzymatic formula offers relief from arthritis, allergies, injuries and upper respiratory problems
- Breaks down cellular debris, reducing inflammation
- Enteric coating ensures enzyme survival to the intestines, for full absorption

# SERRA-PLEX



## A natural anti-inflammatory



Serra-Plex is a natural blend of Serratiopeptidase, Bromelain, Papain and 16 plant digestive enzymes in combination with Curcumin 95% that is useful in alleviating arthritic symptoms such as inflammation and aggravating pain. Other uses include for problems with carpal tunnel syndrome, upper respiratory problems, digestion and allergies.

Serratiopeptidase is a proteolytic enzyme that is isolated from the bacterial organism *Serratia 15E* which inhabits the gut wall of the silk worm. Its natural purpose is to help the silkworm break free from its cocoon. It has been found useful to humans for the breakdown of non-living tissue.

The enzyme causes proteolysis of all non-vital tissues including blood clots, cysts, tissue plaque and cellular debris and reduces inflammatory response. Unlike other anti-inflammatory drugs like steroids and NSAIDs, Serratiopeptidase does not inhibit prostaglandins and is considered safe in the gastrointestinal system.

### Serratiopeptidase:

- Reduces inflammation by thinning the fluids formed from injury, thus facilitating the fluid's removal from the site. This action helps speed up the healing process.
- Helps alleviate pain by inhibiting the release of



pain-inducing amines called bradykinin.

- Enhances cardiovascular health by breaking down the protein by-products of blood coagulation, fibrin.

Allowing maximum blood flow and easing the work required to remove dead tissue allows for faster healing, which is a more proactive and long-term approach to the bodies reaction to inflammation. SarraPlex is combined with additional enzymes to compliment the action of Serratiopeptidase thus allowing a broader spectrum of activity.

### Papain, Bromelain and 16 plant digestive enzymes

These enzymes compliment Serratiopeptidase's action in breaking down debris and alleviating pain related to inflammation. For example, the enzyme bromelain, from the stem of the pineapple, is also effective in inhibiting prostaglandins. In an extensive five-year study of more than 200 people experiencing inflammation as a result of surgery, traumatic injuries and wounds, 75 percent of the study participants had good to excellent improvement with bromelain.

### Curcumin 95%

Curcumin is a polyphenolic compound, which is standardized to 95% curcuminoids, demethoxycurcumin and bisdemethoxy-curcumin. These are responsible for the pigment in the spice Turmeric (*Curcuma longa*). Curcumin has had a long accepted history of Ayurvedic use. Curcumin contains pain relievers that stop the neurotransmitter substance P from sending its pain signals to the brain. By reducing prostaglandin activity and through several other mechanisms it also decreases

inflammation. As well, researchers believe that Curcumin increases cortisone's anti-inflammatory action by making the body more sensitive to this hormone. This is in surplus to the anti-carcinogenic properties that curcumin has. Through its antioxidant mechanisms, curcumin supports colon health, exerts neuroprotective activity, reduces inflammation, has anti-carcinogenic properties and helps maintain a healthy cardiovascular system.

### Serra-Plex: a natural anti-inflammatory

Serratiopeptidase has been in use for years with a proven safety record. New Roots Herbal Serra-Plex is enteric coated to ensure arrival of capsule contents in the intestines for maximum absorption.

#### EACH CAPSULE CONTAINS:

SERRATIOPEPTIDASE . . . . .	90,000 A.U.
BROMELAIN 2400 GDU . . . . .	125 MG
CURCUMIN . . . . .	125 MG
PAPAIN (PAPAYA) . . . . .	3,000,000 P.U.

#### PLANT DIGESTIVE ENZYMES BLEND 175MG

##### INCLUDING / INCLUANT:

PROTEASE I (ALL PROTEINS) . . . . .	19,337 HUT
PROTEASE II (ALL PROTEINS) . . . . .	2,100 PC
PROTEASE III (ALL PROTEINS) . . . . .	26,600 SAP
PROTEASE IV (ALL PROTEINS) . . . . .	31,127 PU
PROTEASE V (ALL PROTEINS) . . . . .	35,770 PU
AMYLASE (ALL CARBOHYDRATES) . . . . .	5,512 DU
LACTASE (MILK, SUGAR) . . . . .	253,867 LACU
LIPASE (ALL FATS & OILS) . . . . .	218,867 LU
CELLULOSE (ALL FIBRES) . . . . .	78,867 CU
ALPHA GALACTOSIDASE (BEANS & VEGETABLE) . . . . .	8,867 GALU
MALTASE (ALL GRAINS) . . . . .	26,600 DP
PEPTIZYME SP (PEPTIDES FROM PROTEIN) . . . . .	87,267 SP
INVERTASE (SUGAR) . . . . .	17,267 INVU
PECTINASE (PECTINS) . . . . .	13,067 ENDOPGU
GLUCOAMYLASE (STARCH) . . . . .	7,933 AGU
BROMELAIN/BROMELINE (PROTEIN) . . . . .	3,500 FCC

DIGESTIVE PROPERTIES ARE MARKED IN PARENTHESIS (..)

#### NON-MEDICINAL INGREDIENTS:

VEGETABLE MAGNESIUM STEARATE, IN A **NON GMO VEGETARIAN ENTERIC COATED CAPSULE** AND PURIFIED WATER.

# WILD MEDITERRANEAN OREGANO OIL C93



Oregano oil (*Origanum vulgare*) is well known in the Mediterranean world (Greece and Crete) for its ability to slow down food spoilage through its anti-bacterial, anti-fungal, anti-parasitic and anti-oxidant activity. The related herbs, thyme and marjoram, are usually labeled incorrectly as oregano and possess little of wild oregano's healing properties.

Oil of Oregano is used as a natural nutritional supplement for the management of acne, allergies, arthritis, asthma, athlete's foot, candidiasis, constipation, croup, digestive disturbances, insect bites, bronchitis, canker sores, colds, flu, earaches, fatigue, gum disease, headaches, menstrual irregularities, muscle pain, parasites, pneumonia, psoriasis, toenail fungus, toothache, seborrhea, staph & strep infection, strep (sore) throat, ringworm, rosacea, sinusitis, and warts.

Oregano's properties are stimulant, carminative, diaphoretic and mildly tonic; a useful emmenagogue. It is so acrid that it has been employed not only as a rubefacient, and often as a liniment, but has also been used as a caustic by farriers. A few drops, put on cotton-wool and placed in the hollow of an aching tooth frequently relieves the pain. In the commencement of measles, it is useful in producing a gentle perspiration

and bringing out the eruption, being given in the form of a warm infusion, which is also valuable in spasms, colic, and to give relief from pain in dyspeptic complaints.

The key element in oregano is the oil, which Foster points out "contains carvacrol and thymol as the primary components." Foster attributes the "fungicidal and worm-expellant properties" of oil of oregano to carvacrol and thymol. "These two phenols may constitute as much as 95% of (the oil)."

However, Ingram adds that these two phenols work "synergistically" and that is the reason "oil of oregano" packs a double punch in antiseptic powder and explains why it is infinitely more potent than commercial phenol in microbial killing power." All of this helps make oregano oil a significant factor in treating internal and external fungi including athlete's foot. Skin conditions such as psoriasis and eczema can be improved with the treatment as well. Ingram explains the astonishing discovery that "oil of oregano outright destroys all variety of fungi and yeasts, regardless of where they reside."

In addition to fighting various fungi, oil of oregano is useful against bacteria and parasites. As Ingram asserts, "oil of oregano's antiseptic powers are immense...it inhibits the growth of the majority of bacteria, something that prescription antibiotics fail to accomplish." In the case of parasites, oil of oregano has had success neutralizing worms, amoeba and protozoans.

Additional uses for oregano and oil of oregano are multi-dimensional. They have been found helpful in combating diarrhea, intestinal gas, and digestive problems, as well as sore throat and breathing difficulties. Oil of oregano can be of immediate help against bee stings and many venomous bites until medical attention can be given. Oil of oregano has even been suggested as a treatment for dandruff, diaper rash, and other skin disorders.

The benefits of oregano have gone largely unnoticed and underpublicized for far too long. As Ingram notes, oregano is "one of the world's finest natural medicines, that is, if it's true oregano." So while oregano may hold the answer for a number of your health questions, be sure that it is in fact the real thing. Remember, these remedies are only attributed to genuine oregano and oil of oregano. Nonetheless, their values are much too important to overlook. Oregano may just be the thing you are searching for, or maybe didn't realize was available.

Carvacrol, the main constituent can be an effective treatment against dangerous and sometimes drug-resistant bacteria. Two studies have shown that carvacrol's components appear to reduce infection as effectively as traditional antibiotics. These findings were presented at the American College of Nutrition's annual meeting October 6 and 7, 2001, in Orlando, Fla.

Harry G. Preuss, MD, MACN, CNS, professor of physiology and biophysics, and his research team, tested oregano oil on staphylococcus bacteria, which is responsible for a variety of severe infections and is becoming increasingly resistant to many antibiotics. They

combined oregano oil with the bacteria in a test tube, and compared oregano oil's effects to those of standard antibiotics streptomycin, penicillin and vacnomycin. The oregano oil at relatively low doses was found to inhibit the growth of staphylococcus bacteria in the test tubes as effectively as the standard antibiotics did.

Another aspect of the study examined the efficacy of oregano oil and carvacrol, which is believed to be the major antibacterial component of oregano, in 18 mice infected with the staph bacteria. Six of the mice received oregano oil for 30 days, and 50% of this group survived the 30-day treatment. Six received the carvacrol in olive oil, not oregano oil, and none survived longer than 21 days. Six mice received olive oil alone with no active agents (the control group) and all died within three days. A repeat study corroborated these findings, which demonstrates that there are components of oregano oil other than carvacrol that have antibiotic properties.

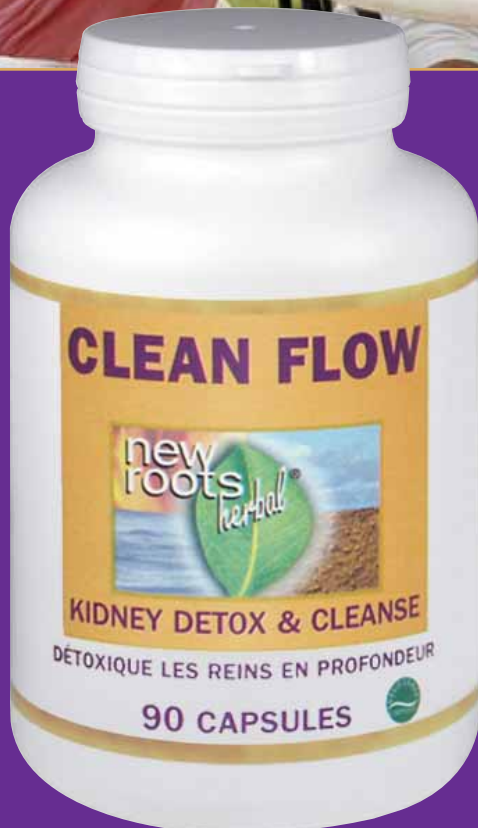
The University of Tennessee has shown Oregano Oil to rival the effectiveness of standard antibiotics such as Streptomycin, Penicillin, Vacnomycin, Nystatin, and Amphotericin

New Roots Oregano Oil is imported directly from the Mediterranean, Cold Pressed, Steam Distilled, Chemical Free, & assayed to contain 93.14% Carvacrol minimum. Oregano Oil quality is determined by the Carvacrol content and we use the highest Natural Carvacrol concentration of any Oregano Oil available.

<p><b>YOUR IMMUNE MULTI-VITAMIN</b></p>  <ul style="list-style-type: none"> <li>• Disease defending nutraceuticals</li> <li>• Anti-oxidants</li> <li>• Activated B Vitamins</li> <li>• Corrects nutrient deficiencies</li> <li>• Special extracts fight chemical pollution</li> <li>• Live long, live well!</li> </ul> <p>www.newrootsherbal.com</p>	<p><b>SAY GOODBYE TO PROSTATE PROBLEMS</b></p>  <p><b>Get Relief in 3 Days!</b></p> <ul style="list-style-type: none"> <li>• Sleep without interruption</li> <li>• 98% success rate</li> <li>• Results in 3 days</li> <li>• Eliminates frequent urination</li> <li>• Increases urine flow</li> <li>• Relieves Benign Prostatic Hyperplasia</li> <li>• Stops prostate growth</li> </ul> <p>www.newrootsherbal.com</p>	<p><i>Chill Pills</i> Facilitates Critical Decisions</p>  <ul style="list-style-type: none"> <li>• Increases alpha waves</li> <li>• Calms stressful conditions</li> <li>• Helps boost resistance to physical stresses</li> <li>• Calming effect for decision process</li> <li>• Promotes mental resourcefulness</li> <li>• Relaxes the central nervous system</li> <li>• Promotes alert relaxation</li> <li>• Creates synchronous, coherent, constructive brain activity</li> </ul> <p>www.newrootsherbal.com</p>	<p><b>Reduce Bad Cholesterol</b></p>  <p><b>and Build the Immune System</b></p> <ul style="list-style-type: none"> <li>• A healthier and natural alternative to statin drugs</li> <li>• Reduces cardiovascular disease</li> <li>• Supports an under or over active immune system</li> <li>• Supports prostate and colon health</li> <li>• Supports breast health</li> </ul> <p>www.newrootsherbal.com</p>	<p><b>PREVENT</b> Each capsule equals 44 cups of Green Tea</p>  <ul style="list-style-type: none"> <li>• Annually 149,000 new cases of cancer will occur in Canada</li> <li>• Weekly 1,346 deaths will occur in Canada in 2006</li> <li>• Contains the medicinal isolate EGCG 75%</li> <li>• Contains 375mg of EGCG 75%, per capsule</li> <li>• Protects against ingested toxins</li> <li>• Protects against diseases</li> </ul> <p>www.newrootsherbal.com</p>	<p><b>CURES YEAST INFECTIONS</b></p>  <p><b>Look and feel fresh, healthy and clean again</b></p> <p>Stops bloating, gas and headaches</p> <ul style="list-style-type: none"> <li>• Kills candidiasis</li> <li>• The best results in one program</li> <li>• Kills fungus, bacteria &amp; parasites</li> <li>• Renews energy</li> </ul> <p>www.newrootsherbal.com</p>
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# CLEAN FLOW

A Formula for Kidney Cleanse & Detoxification



- Tones & aids kidney function
- Diuretic properties to increase urine flow
- Strengthens the immune system
- Expels small kidney deposits
- Coats urinary lining
- Promotes tissue healing
- Expels bacteria
- Antiseptic properties
- Clears infections
- Expels toxins
- Fights infection

[www.newrootsherbal.com](http://www.newrootsherbal.com)



PREVENTION & CURE