



# NaturalFacts

*New product announcements, specials and  
information from New Roots Herbal*

January 12 – March 31, 2009



**Promotions  
on advertized  
products**



January 12  
to March 31,  
2009

## SEE OUR ADS IN:

- Alive
- Common Ground
- Shared Vision
- Healthy Directions
- The Herbal Collective
- Vitality
- Life Peak
- Synchronicity
- Émeraude Plus
- Le Journal Vert

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# Happy New Year to all our faithful clients

New Roots Herbal would like to thank you for your fidelity since 1985. That's why, as 2009 opens, we would like to wish you happiness, prosperity, and most of all, good health.

So that our common trust keeps going, we are offering you substantial discounts on many products, that you are invited to discover in those pages.

As always, we maintain our commitment to provide you with quality, efficient, products, at unbeatable prices.

*The team from New Roots Herbal*

## Omega 3/6/9 Organic

New Roots Herbal's Omega 3/6/9 lipids are sourced from organic, non-genetically modified flax and borage seeds, along with wild sardine and anchovy oils. New Roots Herbal's Omega 3/6/9 is an organic and non-GMO guaranteed blend. It is also the most complete and potent essential fatty acid formula. This formula provides twice the EPA and DHA found in other EPA

blends. And Omega 3/6/9 is manufactured using special processes that protect these sensitive oils from the heat, light, and oxygen. EFA's such as Omega-3, Omega-6 and Omega-9 must be obtained in an individual's diet. Fatty acids have important roles in the body, especially their role as an integral membrane component of all cell membranes.



# GoldenSeal

The active ingredients of Golden Seal include a group of alkaloids, hydrastine and berberine. These alkaloids have strongly astringent and antiseptic properties. Golden Seal is recommended for inflamed mucous membranes, including gastric (stomach), intestinal, vaginal and rectal. It relieves pain, heals wounds and stops bleeding. Other

uses are as a laxative, for hemorrhoids, mouth sores, diuretic, eye infections, acne, sore throats, and to ward off infections.



# Homocysteine

Reduces homocysteine, which is an amino acid in the blood. Epidemiological studies have shown that too much homocysteine in the blood is related to a higher risk of coronary heart disease, stroke and peripheral vascular disease. Other evidence suggests that homocysteine may have an effect on atherosclerosis by damaging the inner lining of arteries, and promotes the formation of blood clots.



# Molybdenum

A component of three different enzymes, molybdenum is involved in the metabolism of nucleic acids –DNA & RNA–, iron as well as food into energy. These three enzymes are sulfite oxidase, xanthine oxidase and aldehyde oxidase.

Molybdenum assists in the breaking down of sulfite toxin buildups in the body, and may prevent cavities. With these qualities, there might be evidence of antioxidant

properties in this nutrient. It assists the body by fighting the nitrosamines, which are associated with cancer, and may help to prevent anemia. It is needed for normal cell function and nitrogen metabolism.



# Slimmer System

Slimmer System combines the most effective weight loss nutrients available. These nutrients work synergistically to help curb your appetite, burn fat and increase metabolism, lean muscle and energy.

Slimmer System decreases appetite, thus decreasing energy consumption; and increases your body's metabolism, thus increasing energy consumption by your body.



# Multi-MaxImmune

# Multi-Max

MULTI-MAX and MULTI-MAX IMMUNE are formulated from 17 nutraceutic food sources working in synergy to help the body recognize vitamins and assimilate them. These products contain antioxidants to block free radicals and thus help prevent heart diseases, cancer, and all age-related conditions. MULTI-MAX and MULTI-MAX IMMUNE will make you feel better, put a smile up your face, and will make sure your body gets all the nutrients it needs to stay healthy and ward off disease.



## AlphaLipoic

If its essential role in health is any indication, alpha-lipoic acid may very well join the ranks of vitamins C and E as part of your first line of defense against free radicals. Discovered in 1951, it serves as a coenzyme in the Krebs cycle and in the production of cellular energy. In the late 1980s, researchers realized that alpha-lipoic acid had been overlooked as a powerful antioxidant. Over the past few years, the pace of research on lipoic acid has increased dramatically.



## Boron

Boron is a trace element, which influences calcium and magnesium metabolism, very important for menopausal women. Boron is found in most tissues, but is concentrated in the bone, spleen, and thyroid, indicating boron's functions in bone metabolism and suggesting a potential role for boron in hormone therapy.



# Purge Parasitis

People with a weak immune system are more prone to be infected by parasites. Factors in cause for parasite increase are international travels, pets, exotic foods, daycare centers, contaminated water, badly cooked meat and fish, overuse of antibiotics and immune-suppressing medication, unprotected sex, and environmental toxins and pollution.



# Vitamin C<sup>8</sup>

For your body to obtain all the benefits from vitamin C, it needs to get it from many sources. Vitamin C<sup>8</sup> combines calcium, magnesium, potassium, zinc, manganese, selenium and mineral ascorbates from sodium to ascorbyl palmitate to provide a full range of powerful antioxidants.

VITAMIN C<sup>8</sup> alone offers 8 mutually benefiting absorption and maintenance paths for 24 hours or more.



# Evening Primrose

Essential fatty acids are important as cellular structural elements and as precursors of prostaglandins. Prostaglandins help regulate metabolic functions and are the biologically active parts of polyunsaturated fats. The use of GLA in E.P.O. has been shown effective in a variety of medical disorders due to EFA deficiency or problems in EFA metabolism. GLA (gamma-linolenic acid) is used for cardiovascular disease, PMS & breast pain, arthritis and skin disorders



# Co-Enzyme Q10

Co-enzyme Q10 plays a key role in producing energy in the mitochondria, the part of a cell responsible for the production of energy for bodily functions. New Roots Herbal's Co-Enzyme Q10 is fermented ubiquinone sourced directly from Mitsubishi Company in Japan, the purest and highest quality form available



# Spirulina & Chlorella

Spirulina and chlorella are known to reduce serum cholesterol, which helps protect the body against heart disease. As green foods they also increase energy levels and gently detoxify the system of built up toxins, thereby assisting the body's ability to inhibit cancer from forming in the organs. They are rich in magnesium, which helps promote mental health and help relieve PMS and reduce asthma attacks.



# Sterols & Sterolins

STEROLS & STEROLINS is a mix of vegetable sterols. Beta-sitosterols, the main sterols in STEROLS & STEROLINS, prevent tumors, reduce cholesterol, treat atherosclerosis and ulcers, and modulate the immune system.

Sterols and beta-sitosterols are able to help overactive as well as underactive systems, because they are not an immune stimulator, but an immune modulator, which means that they correct and balance the immune system, no matter in which direction it needs to be adjusted.



# SuperImmune Sterols & Sterolins

The same product as STEROLS & STEROLINS, but with increased potency, optimally benefiting the immune system.



# Ultimate Bromelain

Bromelain is useful in the treatment of a wide range of conditions, but it is particularly effective in relieving inflammation associated with infection and physical injuries. The protein-digesting enzymes found in bromelain help promote and maintain proper digestion and may relieve symptoms of stomach upset or heartburn.



# Simply Spirulina

Spirulina is one of the blue-green algae (single-celled plants); it is named for its spiral shape. Algae are incredibly old life forms (3.5 billion years), responsible for producing and sustaining our oxygenated atmosphere. They are the basis of the food chain and the primary source of food for the great baleen whales. Spirulina is not a salt-water algae; it grows in fresh and brackish inland waters. Because it is so low on the food chain it has to be packed with nutrients and energy—and it is!



# Chlorella

Chlorella is nature's first and most perfect food, which is known to be effective in cancer prevention. It contains essential amino acids of protein, nucleic acids, fibers, vitamins and minerals, and many other important nutrients. Chlorella has many health benefits. It enhances the immune system by stimulating the body to make more interferon. Chlorella increases the amount of beneficial flora in the gastrointestinal tract, which aids in treating ulcers, colitis, Crohn's disease and diverticulosis.



# Borage Oil Organic

New Roots Herbal Borage Oil is certified organic and non-GMO. Like evening primrose oil and black currant seed oil, borage oil owes its healing power to the presence of essential fatty acids, the most important of which is GLA,

an omega-6 fatty acid. Once processed by the body, GLA is converted into hormone-like substances that can either block inflammation or promote it.



# New Roots Herbal : *innovation in research.*

## Full Analysis Laboratory



### OUR EQUIPMENT

- HPLC (High-performance liquid chromatography)
- ICP (Induction-coupled plasma)
- Gas chromatography, mass spectrophotometer
- HPTLC (High-performance thin-layer chromatography)
- UV/VIS Spectrometer

### A leading laboratory

Our facility's comprehensive analytical lab features the latest testing equipment to ensure all raw materials meet Health Canada's high standards for purity, potency, quality, and safety. The lab is also GMP, NHPD, and pharmaceutical compliant.

The head of our laboratory has a PhD from McGill University's Food Science and Agriculture department. One of his associates has a masters degree from the same department, and the other has a masters from McGill's Bio-Resource department.

Our research team works in collaboration with Richardson Centre for Functional Foods and Nutraceuticals (Manitoba), University of Toronto, and St. Michael's Hospital (Toronto).

### Superior testing standards

The head of our lab has been working with the Association of Analytical Communities (AOAC)—a scientific association committed to worldwide confidence in analytical results—for the last 4 years on method development. His goal is to establish proper testing methods that will be used throughout the industry as standards.

Each lot or batch of raw materials is examined prior to use to ensure compliance with applicable specifications. We perform tests on every batch of raw materials we receive—even if it is from a frequent supplier. This way, we can ensure that our final products meet the superior standards we have set. We employ this policy to stay true to our promise to provide the highest quality, all-natural nutritional supplements. And, since our customers are also our families, friends and employees, we feel it is important to take the extra step to ensure the quality and safety of our products.

Since 1985, our clients have been trusting us regarding the creation of our innovative products, which are greatly considered and laboratory-tested to evaluate both their efficiency and their quality.