



# Natural Facts

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

June 1<sup>st</sup> – July 31, 2009



## **GMP clean** **GMP sterile** **GMP safe**

Fully Automatic, Stainless Steel Digital Pump Liquid Filling and Packaging System.

All Our 17 Clean Rooms Are Class D GMP Hepta Filtered Air and Computer Controlled and Monitored Rooms.

Under GMP Rules, the Positive Pressure Air Pumped Into the Rooms is 100% Hepta Filtered and the Air Changes 100% in the Rooms Every 4 Minutes or 15 Times an Hour, 24 Hours a Day, 7 Days a Week.

All 17 Rooms in Our Manufacturing and Packing Meet or Exceed Pharmaceutical GMP Standards for Manufacturing and Packaging Including 2 Positive Pressure Air Lock Rooms for Entry and Exiting of This Sterile Area.

The entire building is built to meet or exceed strict GMP Specifications.

# Our GMP liquid filling line



Bottles are loaded onto a rotating infeed table (left)...



...that feeds them to a conveyor belt...



...where the bottles are filled by a digital pump.



Adjusting the amount of liquid



Another close-up on the filling section



Then bottles move on to be capped and labeled



The capper portion



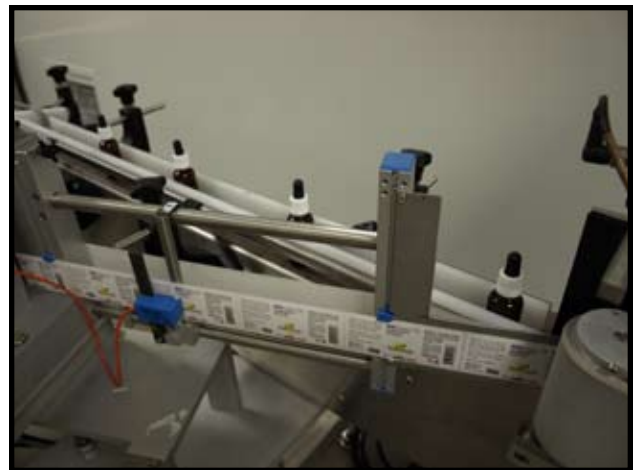
Capped and labelled bottles



Adjusting the capper



The automatic labeling machine



Bottles about to be labeled



Bottles are delivered to the rotating collection table...



...where they will be picked up to be boxed!

# Body Muscle Massage

Summertime represents a period of increased physical activity for most of us. Many of us emerge from our state of hibernation ready to get working on our To-Do lists. From cultivating a postage stamp-sized municipal garden to competing in a triathlon, we all in one way or another put our musculoskeletal system under some duress. Even those of us who do extensive cardiovascular workouts such as spinning classes or running on a treadmill while watching Dr. Phil or Oprah are likely to experience sore muscles and joint pain when out there in the real world.

## LIKE BEAUTY, RELIEF IS SKIN DEEP

BODY MUSCLE MASSAGE by New Roots Herbal delivers a unique blend of ingredients necessary to soothe your body and promote tissue repair. Extracts from *Arnica montana* (leopard's bane) constitute one of the main active ingredients in this formulation. Thymol derivatives from the plants roots act as vasodilators of subcutaneous blood capillaries; this facilitates the anti-inflammatory response by improved transport of blood and fluid accumulations. Extracts of *Calendula officinalis* (Scotch marigold) possess anti-inflammatory properties along with easing muscle spasms. Methyl salicylate (from wintergreen) rounds out the major ingredients in BODY MUSCLE MASSAGE with its dilatory effects on subcutaneous blood vessels along with the sensory effects of warm skin and pleasant aroma. Several other ingredients contribute to the effectiveness of this formula; *Aloe vera* and balm mint soothe, moisturize, and calm the skin, along with the addition of gentian extract as an antifungal element. The extracts of hay flower and juniper both have hyperemic properties, which increase blood flow. Pine needle extract acts as an anti-inflammatory, along with hypericum extract with antibiotic properties that promote the healing process. Sweet almond oil, which is rich in vitamin E, is used extensively in Ayurvedic medicine (ancient art of healing native to Southern India) as a nutritive aphrodisiac for therapeutic massage.

## SPA QUALITY RIGHT AT HOME

Day's end has arrived, it's time to pamper those well earned aches and pains: bring on the BODY MUSCLE MASSAGE. Let the essential oils penetrate your skin to relax, soothe, and heal your neck, back and shoulders. This professional grade lotion has a smooth glide and leaves behind no greasy feel.

Masseuse not included.



# R+ Alpha-Lipoic Acid

Alpha-Lipoic Acid, also known as Thiocetic Acid, is produced naturally by the body and is found in every cell. The most important function of Alpha-Lipoic Acid is its critical role as a cofactor in the conversion of blood sugar into readily available energy by the mitochondria (power plants) of all the cells in our bodies.

R+ ALPHA-LIPOIC ACID by New Roots Herbal is a concentrated form of R-Alpha-Lipoic Acid as opposed to the 50/50 ratio found in regular Alpha-Lipoic Acid. R-Alpha-Lipoic Acid is the enantiomer (right rotating molecule) with the binding sites recognized by our bodies at the cellular level.

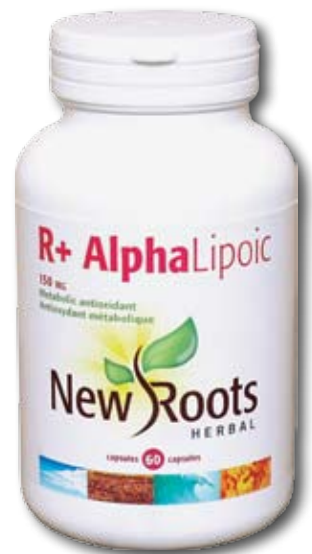
## THE RIGHT FIT

The oppositely charged enantiomers R-Alpha-Lipoic and S-Alpha-Lipoic acids are the result of chemical synthesis, identical with the exception of polarity. The analogy has been made between these mirror images, comparing them to a pair of gloves: they are identical, but the left glove would not fit on the right hand. The cells of our bodies only use R-Alpha-Lipoic acid as a cofactor in energy conversion whereas the by-product of its synthesis (S-Alpha-Lipoic acid) may actually interfere with critical interaction with proteins and enzymes.

## POSITIVE RESULTS

R-Alpha-Lipoic Acid is also an excellent antioxidant, owing in large part to its solubility in both water and fat, putting it a cut above other antioxidants such as vitamins A and C. Its ability to cross the blood-brain barrier also is believed to protect the brain from free radical damage. Our overall health and vigor start at the cellular level, adequate levels of R-Alpha-Lipoic Acid are essential to life itself.

R+ ALPHA-LIPOIC ACID by New Roots Herbal ensures our bodies have the necessary tools to trigger cellular energy production, help neutralize free radicals, and aid in the general well-being of our central nervous system.



# Vitamins and You

The human body seems to function miraculously in spite of all the genetic and environmental pressures it copes with on a daily basis. We all remember making the odd mistake on a math problem in grammar school; the first thing the teacher would say is "show me your work." It seems that the earlier you made the mistake in your calculation varied directly with how far your answer was from being correct. Consider a well balanced diet to represent the bulk of the equation and vitamins to be the decimal points to ensure proper results.

## Sailors and Guinea Pigs

Humans, Guinea pigs, and a few other mammals have something in common; they all lack a crucial enzyme necessary in vitamin C synthesis. Throughout history, the importance of vitamin C in our diet has been illustrated by outbreaks of scurvy among sailors. Scurvy is caused by a breakdown in the production of collagen (which requires vitamin C). Collagen is a protein that comprises approximately 30% of all connective tissue. French explorer Jacques Cartier used a North American Indian tea derived from Eastern white cedar as a supplement, while the British Royal Navy made an adequate supply of limes "de rigueur" in every galley.

## Other Benefits

Vitamin C plays many roles in metabolic function: its action as an antioxidant in neutralizing free radicals and toxic by-products of fat metabolism are among them. It also facilitates the absorption of iron, which is a critical component of hemoglobin (red blood cells). The most commonly overlooked benefit of vitamin C is its role in cardiovascular health. Proper collagen production leads to improved arterial elasticity and the body's ability to respond to increased demand. Autopsies of scurvy victims reveal arterial breakdown to be the cause of death in 50% of cases. A study at Cambridge University including 20,000 people determined increased concentrations of blood levels of vitamin C may reduce the risk of stroke by as much as 42%.

## Bio-Availability

**Vitamin C<sup>8</sup>** by New Roots Herbal delivers vitamin C along with several essential minerals in the form of compounds called ascorbates (mineral salts). When mineral salts of ascorbic acid are ingested, the vitamin buffers the mineral to improve their collective bioavailability. Only **Vitamin C<sup>8</sup>** offers these assisted pathways for optimal absorption and retention of vitamins and minerals at the cellular level to enhance cellular respiration and immune strength. Calcium, magnesium, potassium, sodium, zinc, and manganese are among the minerals that work synergistically with vitamin C in ascorbate form. Ascorbyl palmitate is both a water- and fat-soluble antioxidant that protects red blood cells from oxidative damage along with protecting vitamin E during storage. The inclusion of higher value EGCG extract boosts the antioxidant power of **Vitamin C<sup>8</sup>**.

## Additional Antioxidants

The inclusion of concentrated green tea extract provides an added benefit in its ability to destroy disease cells of the prostate gland, breast, stomach, mouth, lung, and colon. Nutraceuticals provide additional sources of minerals along with anti-bacterial and disease fighting agents. Flavonoids sourced from a wide variety of fruits and citrus are included for their ability to scavenge free radicals. The bioflavonoids quercetin and rutin, concentrated from the skins of apples, red onions, dark coloured grapes, and other fruits and vegetables with dark pigmentation, are powerful antioxidants along with their beneficial effects to our vascular system. All those studies extolling the virtues of a glass of red wine with dinner do make sense: the French knew that long ago.

## The power of 8

Incorporate **Vitamin C<sup>8</sup>** to your daily regimen for improved stamina, defense against disease, and overall maintenance of the delicate balance of vitamins and minerals that control bodily function.



**NEW!**  
*Vitamin C<sup>8</sup> is  
now available in  
powder form!*

## In-Store Promotional Material

We at New Roots Herbal want to help you with more in-store advertising, flyers, posters, and bag stuffers, and advertising in your local area. It would be a pleasure for our Advertising Department to design any material you may need. In coordination with our Customer Service Department, it will make sure that your ads are in sync with our updated advertisement points and that we follow the various regulations that apply with Health Canada.

Should you decide to design your own material, please note that we now require that all media containing information about New Roots Herbal products including advertisements, flyers and displays be sent to our Advertising Department ([design@newrootsherbal.com](mailto:design@newrootsherbal.com)) for final approval before publishing.

Thank you in advance for your understanding and cooperation with our request.

# FYI

## From the CHFA "e-news" Newsletter

### **Industry zeros in on implementation of NHP regulations**

Highlights of a report commissioned by the CHFA on the implementation of the Natural Health Products Regulations were available at the association booth during Expo West. The assessment was based on the results of an online survey open to members and non members and one-on-one interviews with industry leaders. In all, 182 industry stakeholders responded to the survey.

Respondents were frank in responding to survey questions and clearly voiced their concerns with Health Canada's interpretation and implementation of the NHP Regulations. Most participants (85 per cent) felt that the Natural Health Products Directorate (NHPD) has not been processing product license applications (PLAs) in a timely fashion and everyone (100 per cent) expressed the desire for an extension of the 2010 deadline, the date for full industry compliance.

(Ed note: since the time of the survey, the CHFA analyzed Health Canada's revised policy, Compliance Policy for Natural Health Products, and determined that **there is no 2010 deadline with the exception of DIN-Transfers which must be completed by Dec. 31, 2009.** The Report Highlights have been shared with the NHPD and the Office of the Minister of Health. The full report will be published shortly and will be available to all members who completed the survey. The Report Highlights is available on the CHFA website in the members' area.

### **Hospital Bacteria Defense: *S. boulardii* Not All the Same...**

We know there are cheap imports of *Saccharomyces boulardii* from India whose facility we visited and rejected because of the lack of any cleanliness, or even thought of cleanliness. *It was like walking into the 18<sup>th</sup> century.* There was another facility that we visited in India that was world class, but could not supply us with the DNA sequence, even though we kept asking for it.

We buy our *S. boulardii* from Rosell Institute in Montreal, who is the only GMP Licenced Pharmaceutical Laboratory for probiotic and yeast probiotics in all of North America. Other companies may say they "adhere to GMP" or "follow strict GMP" or "comply with GMP", etc., but they cannot get the pharmaceutical GMP licence.

To offer your clients a real *S. boulardii* product, be sure to inquire to your supplier about its *S. boulardii*'s DNA sequence to show the true species.

