



NaturalFacts

New product announcements, specials and information from New Roots Herbal

May 1 - June 16, 2008

A fresh new beginning for New Roots Herbal

Launch of our brand new look

LIFE IS SWEET

when you find the key to balancing your blood sugar

SLIMMER SYSTEM

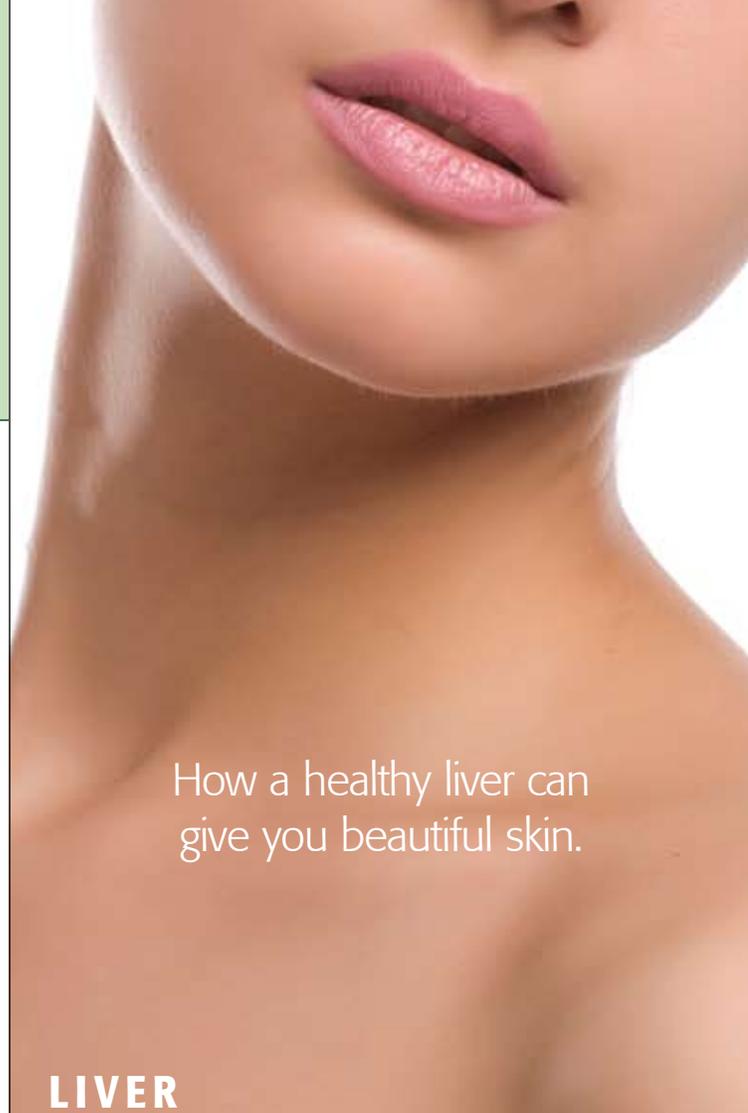
An intelligent and healthy way to achieve your target weight

[It's never too early to start preventing bone disease]



Contents

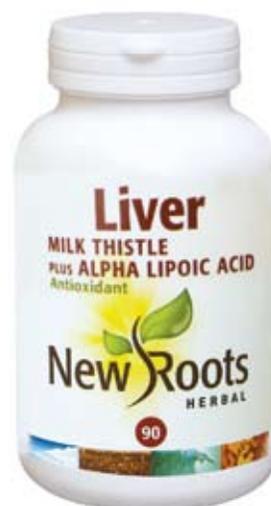
- 3 A fresh new beginning for New Roots Herbal**
LAUNCH OF OUR BRAND NEW LOOK
- 4 Get back to doing what you love**
SERRA-PLEX
- 5 Life is sweet when you find the key
to balancing your blood sugar**
BLOOD SUGAR BALANCE
- 8 VITAMIN E⁸ / WILD OREGANO C 93**
PRODUCT FEATURES
- 9 An intelligent and healthy way to
achieve your target weight**
SLIMMER SYSTEM
- 10 It's never too early to start
preventing bone disease**
STRONG BONES



How a healthy liver can
give you beautiful skin.

LIVER

**DETOXIFIES AND REBUILDS YOUR LIVER FOR
OPTIMUM HEALTH AND SKIN TONE.**



New Roots Herbal's LIVER formula powers the liver's ability to remove toxins that have been trapped for years beneath the connective tissue of your skin.

Taking LIVER formula results in clean, new, beautiful baby smooth natural skin free from blemishes, spots and dryness. LIVER formula is designed to repair and rebuild damaged liver cells to help increase your energy and stamina. It also offers the perfect protection for smokers, people who drink alcohol and people living or working in areas of high pollution. Give your liver the lifeline it deserves with New Roots Herbal's LIVER.

A fresh new beginning for New Roots Herbal.



New Roots Herbal was founded on the principle of the rejuvenation of body and mind. It was also created as a means to shift lifestyles from old harmful habits to fresh and healthy new beginnings. So it's no surprise that, as spring arrives, we at **New Roots Herbal** are greeting this season of revitalizing and re-energizing with some rather exhilarating transformations of our own.

Breaking new ground once again.

New Roots Herbal has always been a pioneer in the development of all-natural formulations. Located in a country setting just off the island of Montreal, our stunning 59,000 sq. ft. (5,481 m²) facility was designed from the ground up specifically for the manufacturing of natural health products.

Our facility's comprehensive analytical lab features the latest testing equipment to ensure all raw materials meet **New Roots Herbal's** high standards for purity, potency, quality, and safety. The lab is also GMP, NHPD, and pharmaceutical compliant. Not surprisingly, the new building has our **New Roots Herbal** team very excited.

A new look on your health.

The **New Roots Herbal** transformation doesn't end with our new building — our whole brand is undergoing a revitalization. That means an evolution to a fresher, more contemporary design with consistency across the brand.

While the green leaf remains the key icon, the look has been updated to encompass the four elements, which have always been so integral to **New Roots Herbal**. We believe customers will embrace the refreshed identity with its more vibrant and easier-to-read packaging.

We hope that the new look will also create a greater sense of balance between the advanced science that goes into the products and the friendly, approachable nature of the company that makes them.

The more things change, the more they stay the same.

Even with all these exciting transformations, some things at **New Roots Herbal** remain the same: our focus on quality, consistency and efficacy, as well as our passion for providing the highest quality products possible.



Get back to doing what you love

SERRA-PLEX relieves inflammation and arthritis and enhances cardio-vascular health.

SERRA-PLEX OFFERS a multi-enzyme formula that can help you get back into the swing of things. With high potency serratiopeptidase (an enzyme that breaks down cellular debris and reduces inflammation) SERRA-PLEX can help speed up your recovery from sports injuries. It also offers relief from arthritis, allergies and upper respiratory problems. SERRA-PLEX features an enteric coating that ensures enzyme survival to the intestines for full absorption. Don't miss out on a minute of the action; give SERRA-PLEX a try today.

New Roots Herbal sources its serratiopeptidase from the world's leading certified GMP facility who is recognized as the leading manufacturer/developer of this enzyme.



Life is SWEET

when you find the key to
balancing your blood sugar



The food you eat provides your body with glucose which is used by your cells as a source of energy. If insulin isn't available or doesn't work correctly to move glucose from the blood into the cells, glucose will remain in the blood. Uncontrolled blood sugar levels have profound effects on overall health and well-being, as high blood glucose levels are toxic and cells that don't get glucose are lacking the fuel they need to function.

Blood Sugar Imbalances

Low blood sugar (Hypoglycemia) or insulin-dependent diabetes exists when your blood is abnormally low in levels of glucose. The primary cause is a malfunctioning pancreas that is over producing insulin. Hypoglycemia can produce a variety of symptoms and effects but the main problems arise from an inadequate supply of glucose as fuel to the brain, resulting in impairment of function.

High Blood Sugar (Hyperglycemia) or non-insulin-dependent diabetes occurs when your blood is abnormally high in levels of glucose. This is caused by insufficient secretion of insulin by the pancreas. These Low insulin levels inhibit the transport of glucose across cell membranes which results in elevated blood glucose levels.

High blood sugar creates blockages in the body's arteries and causes nerve damage which results in numbness and tingling, especially in the legs and feet. Most diabetics have health problems such as high blood pressure and high cholesterol levels that increase the risk of heart disease and stroke.

Diabetes

Type 1 diabetes occurs when the beta cells of your pancreas are destroyed by the immune system and no longer produce insulin. You need an adequate supply of insulin to help your body function. Type 1 diabetes usually develops in childhood or adolescence and there is no known way to prevent it.

Type 2 diabetes occurs when your body does not make enough insulin and/or does not respond well to the insulin it makes. People with type 2 diabetes usually have a family history of this condition and are most often overweight.

Gestational diabetes is a temporary condition that develops in women during pregnancy and disappears after delivery. Gestational diabetes affects approximately 4% of all pregnancies and increases the risk of developing type 2 diabetes.

Common Symptoms of Diabetes:

- Fatigue
- Unusual thirst
- Frequent urination
- Increased appetite
- Unexplained weight loss
- Dry, itchy skin
- Blurred vision
- Tingling sensations or loss of feeling in limbs

Ingredients to Help Regulate Blood Sugar Levels

Chromium Picolinate

Chromium's most important function in the body is to help regulate the amount of glucose in the blood. Insulin plays a starring role in this fundamental biological process, by regulating the movement of glucose out of the blood and into cells. Scientists believe that insulin uses chromium as a cofactor to "unlock the door" to the cell membrane, thus allowing glucose to enter the cell.

Cinnamon

Research has shown that cinnamon may improve blood glucose and cholesterol levels in people with Type 2 diabetes. The results of a study from 2003 in Pakistan showed lower levels of fasting glucose, triglycerides, LDL cholesterol and total cholesterol after 40 days with levels continuing to drop for 20 days after that. Highly preliminary evidence also suggests that cinnamon might have potential benefits for allergies and diabetes.



Gymnema sylvestre

Also called gurmar, it has a coincidental double relationship to sugar. When placed on the tongue, it blocks the sensation of sweetness, and when taken internally, it can help control blood sugar levels in people with diabetes.

Bitter Melon

Bitter Melon is used therapeutically in Asia, Africa and India to treat the symptoms of diabetes especially late onset Diabetes Mellitus. It contains an insulin-like molecule known as plant insulin. This plant insulin resembles synthetic insulin in its structure and is used to regulate blood sugar levels.

Bilberry Extract

A double blind, placebo controlled trial of bilberry extract in 14 people with diabetic retinopathy or hypertensive retinopathy (damage to the retina caused by diabetes or hypertension, respectively) found significant improvements in the treated group.



Bhuiamla

Bhuiamla stimulates the liver for process of glycogenesis (formation of glycogen from food), thereby helping regulate blood sugar levels.

Holy Basil

Pharmacological studies demonstrate that basil seeds contain several bioflavonoidal & terpene principals which exert potent anti-stress, immuno-modulator as well as liver activating actions. This is highly beneficial for diabetics in regulating metabolism and relieving stress in stress induced diabetes.

Ginkgo Biloba

Ginkgo biloba extract may prove useful for prevention and treatment of early-stage diabetic neuropathy. Ginkgo may protect nerve damage resulting from poor circulation to the extremities that is common in diabetes sufferers. Other studies have shown that ginkgo may also help prevent diabetic retinopathy, an eye disease that can cause blindness.



Banaba

Banaba (*Lagerstroemia speciosa*), long used in the Philippines as diabetes herbal medicine, is now gaining momentum and widespread acceptance, even in the western medical circles. Banaba possesses the powerful compound corosolic acid that lends itself to the treatment of diabetes.

Garlic

Studies have shown garlic to be beneficial in lowering cholesterol levels, reducing raised blood pressure, protecting the body against heart disease and enhancing immune function. Garlic has also proven to be a beneficial part of a diabetic diet due to its ability to stimulate the pancreas to increase insulin production.



Indian Gooseberry

In traditional medical systems, this herb is known to strengthen and improve the functioning of the pancreas in diabetics. It reduces the negative effects of free radicals, which are responsible for the damage to the insulin producing b-cells of the pancreas.

Ginger Root



Full Spectrum Gingerols are derived from the tuberous rhizome (underground root) of the perennial plant *Zingiber officinale*. Ginger contains moderate amounts of protein, calcium, phosphorous, iron, sodium, potassium, and magnesium associated with the aid in digestion.

Quercetin

Quercetin blocks an enzyme that leads to accumulation of sorbitol, which has been linked to nerve, eye, and kidney damage in those with diabetes.

Tinospora

Tinospora has been reported to stimulate the liver for the process of glycogenesis (formation of glycogen from food), thereby helping to regulate blood sugar levels.

Dragons Blood

This herb has a long history of use in India as a treatment for diabetes. The flavonoid, epicatechin, extracted from the bark of this plant has been shown to prevent alloxan-induced beta cell damage

Alpha Lipoic Acid

Alpha lipoic acid is used to counter nerve damage in people with diabetes. Known as diabetic neuropathy, this painful condition tends to develop in people who have uncontrolled diabetes for a period of time. This neuropathy is usually caused in part by free-radical damage to nerves resulting from unregulated blood sugar balance. Because of its antioxidant properties, alpha lipoic acid can help to block such damage. In addition, its effect on glucose metabolism improves the glucose-lowering action of insulin.

Dandelion

Dandelion and inulin have demonstrated experimental hypoglycemic activity. This may be due to the fact that inulin is composed of fructose chains which may act to buffer blood glucose levels, thus preventing sudden and severe fluctuations. Dandelion may intensify the blood sugar-lowering effect of the diabetes drug, glipizide. It contains inulin, a natural fructose that helps diabetics lower their blood sugar.



Did You Know?

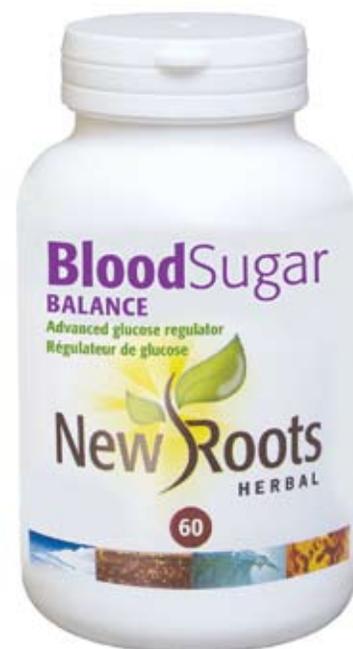
- Approximately 2 million Canadians have diabetes.
- Many people do not realize they have diabetes nor do they seek medical advice until it has progressed to a point where they have serious health problems.
- Increasing age is a significant risk factor for type 2 diabetes. Risk begins to rise significantly at about age 45 years, and rises considerably after age 65 years.
- Certain groups, such as African Americans, Native Americans, Hispanic Americans, and Japanese Americans, are at a higher risk of developing type 2 diabetes.
- If you take action to manage your blood glucose when you have pre-diabetes, you can delay or prevent type 2 diabetes from ever developing.
- High alcohol consumption increases your risk of diabetes.
- Lack of exercise can lead to diabetes.
- Eating lots of vegetables (non-starchy vegetables such as spinach, carrots, broccoli or green beans) and fruits with meals can help you avoid diabetes.

Gaining your Balance

Although there is no cure for diabetes, blood sugar levels can be managed through following a healthy diet and the use of natural nutritional supplements like New Roots Herbal's BLOOD SUGAR BALANCE.

BLOOD SUGAR BALANCE contains scientifically proven amounts of micronutrients, nutraceuticals, vitamins and herbs developed to help in the prevention of the onset of type 2 Diabetes. It regulates your blood sugar and can prevent such consequences as fatigue & irritability, cataracts, nerve damage, and kidney dysfunction.

BLOOD SUGAR BALANCE also addresses both hypoglycemia and hyperglycemia. Quite simply, it's the perfect way to put the balance back into your life.





Only VITAMIN E⁸ gives you complete anti-oxidant protection

While most vitamin E products contain only d'alpha tocopherol, VITAMIN E⁸ offers all eight members of the vitamin E family (4 tocopherols and 4 tocotrienols).

Only VITAMIN E⁸ has sterols to enhance the immune system, plus squalenes to help retain skin moisture, heal wounds and strengthen resistance to disease.

Discover the protection of the only full-spectrum VITAMIN E⁸.

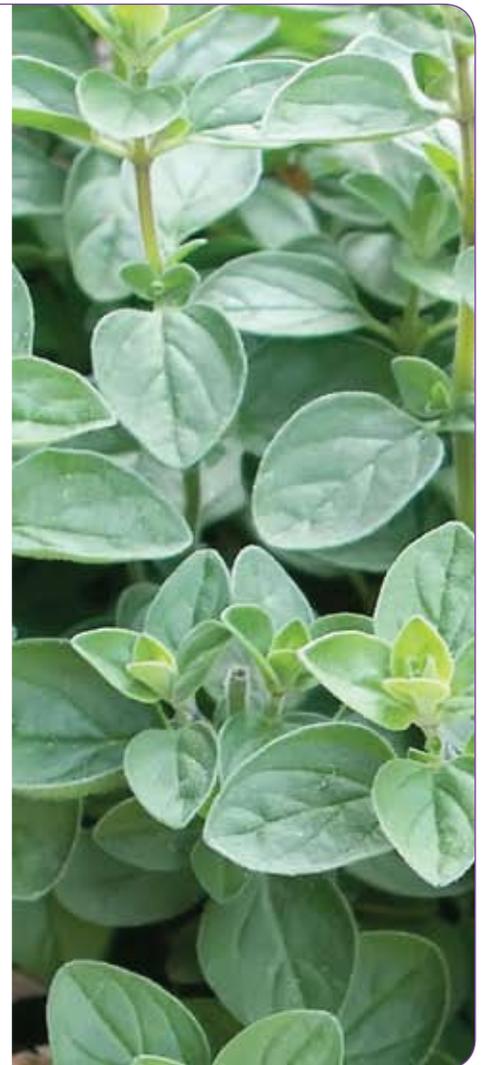
WILD OREGANO C 93: The highest naturally occurring Carvacrol content available



The quality of oregano oil is based on its species and Carvacrol content. Our WILD OREGANO C 93 is the only oregano oil on the market that contains only the rare species *Origanum Minutiflorum* which boasts the highest natural Carvacrol concentration of total volatile oils when compared to other Oregano Oils available; 93.14%.

The high purity of the *Origanum Minutiflorum* species reduces the bitter, harsh taste common to other species of oregano. WILD OREGANO C 93 is blended with premium, cold pressed, certified organic olive oil to offer a powerful anti-viral, anti-bacterial, and anti-fungal agent with an extra mild taste.

Imported directly from the Mediterranean, cold pressed, steam distilled, hand picked and chemical free, WILD OREGANO C 93 is an effective nutritional supplement for colds, flu, bacteria, viruses and parasites.



An *Intelligent and Healthy* Way to Achieve your Target Weight

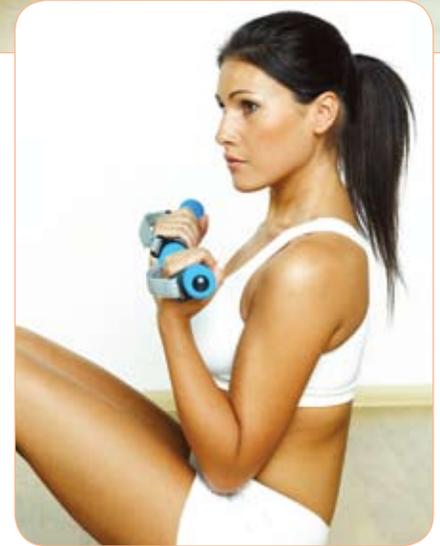
SLIMMER SYSTEM works to help you lose weight and prevent breast disease.

SLIMMER SYSTEM decreases your appetite and increases your metabolism, while offering you the added benefits of 700 mg of 75% EGCG - equal to 61 cups of green tea! **Green tea extract EGCG has been proven to be effective in preventing breast, lung, mouth, stomach and prostate diseases by preventing cells from becoming sick, inhibiting growth of damaged cells and attacking or inducing death in diseased cells.**

The key weight loss ingredient in SLIMMER SYSTEM is hoodia gordonii. Hoodia gordonii fools your brain into believing you are full making it easier to lose that excess weight. Pure hoodia has no known side-effects, is stimulant free and will not give you the shakes, make your heart race or raise your body temperature since it contains no caffeine or ephedrine. Documented results of hoodia include: a reduced interest in food, delay in the time after eating before hunger sets in again, feeling full more quickly, and a general feeling of well-being.

Combined with a healthy diet and regular exercise, SLIMMER SYSTEM is your perfect weight loss partner.





It's never too early to start preventing bone disease

Osteoporosis is a silent disease - **STRONG BONES** can help you keep your bones healthy.

Women are 4 times more likely than men to develop osteoporosis and often have a hard time getting all of the calcium they need to maintain strong bones. In fact, three out of four get less than the 1200 mg daily recommended intake, with the greater population getting less than half.

It's not only a lack of calcium in the diet that may be causing the disease, but lifestyle choices as well. Smoking and too much alcohol both weaken our bones, while the lack of weight-bearing exercise hinders the capability to build and maintain bone strength. Most people who have osteoporosis are not even aware of it until a bone breaks. Though the obvious problems usually occur later in life, the damage begins much earlier.

A woman's estrogen level can drop when she over-exercises or under-eats. One sign of low estrogen is missed periods which can affect bone density. Most young women have normal cycles and enjoy the natural protection of estrogen, which plays a vital role in bone health. But as estrogen production slows, bone loss begins. Starting around the age

of 35 we lose up to one percent of our bone mass each year. These losses accelerate rapidly in women after menopause.

Bone strength is not dependent upon calcium alone. While elemental calcium is essential, other minerals and nutrients, including protein and vitamins C, D3, B1 and K1 are needed to maintain and correct calcium levels and promote superior bone health.

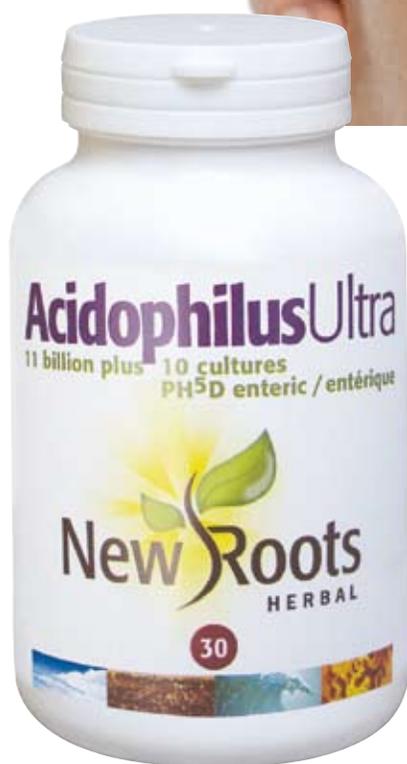
STRONG BONES contains essential nutrients along with the most readily absorbable type of calcium: Microcrystalline Hydroxyapatite (MCHA) which is the same calcium found in humans that strengthens and maintains strong teeth, nourishes all joint tissue and reduces the risk of osteoporosis particularly for women.

STRONG BONES helps to form new bone mass and lets your bones benefit from the most recent advances in osteo research.



Our intelligent **PH⁵D** enteric coated capsules open only at a pH of 5.5 or higher for 100% delivery to your small intestine.

PH⁵D enteric coated capsules deliver 11 billion live probiotics when taken with meals, after meals or even on an empty stomach.



ACIDOPHILUS ULTRA

COMBINES 10 COMPLEMENTARY PROBIOTIC CULTURES TO OFFER YOU THE MOST BENEFICIAL PROBIOTIC FORMULA.

The leading world experts in probiotics researched and developed ACIDOPHILUS ULTRA's 10 special complementary probiotics. These 10 probiotic cultures work together and each has a unique beneficial activity at unique sites along your intestines. The result is a bonus in the multiple health benefits you will obtain. ACIDOPHILUS ULTRA cleans, protects, aids in protein digestion, stimulates the immune system and completely replenishes your gastro-intestinal system. Knowing all that, it's hard to imagine a reason why you're not taking it.

RESEARCH SHOWS: Stomach acids can destroy up to 99% of probiotics before they reach your small intestine. Dead or damaged probiotics that reach the intestine do not deliver benefits. **PH⁵D** enteric coating ensures all 11 billion beneficial cells reach your intestines alive making ACIDOPHILUS ULTRA 100 times stronger than ordinary probiotic capsules, tablets or yogurts that are destroyed.

www.newrootsherbal.com



Why taking the stairs
is no longer a challenge.



STOP SMOKING

MIMICS THE EFFECT OF NICOTINE AND REDUCES
YOUR URGE TO SMOKE.

You probably already know the benefits of quitting, may have even tried quitting before and think you are ready to try again. Whatever stage you're at, New Roots Herbal's STOP SMOKING can help you reach your smoke-free destination. STOP SMOKING mimics the effect of nicotine, reduces your urge to smoke and makes the taste of smoking unbearable. It reduces tension associated with smoking cessation and facilitates the release of accumulated toxins in your body. Try STOP SMOKING today to improve your overall health and well-being.

Ex-smokers tell us that STOP SMOKING works better than anything they have tried including: The Patch, anti-smoking drugs and hypnosis.

www.newrootsherbal.com

