



# Natural Facts

*New product announcements, specials and information*

April 16th to May 31st, 2012



## **ArganOil:**

Going to the source  
of purity and quality

## **Energy Surge!**

Results that add up  
with **Bentonite**

More than a  
**Liver** Cleanser

2 pathways:  
**Prevent &  
S.O.D.**

**Exclusively for Finer Health Food Stores**

All texts researched & written  
by Gord Raza, B.Sc.

# Corner

# Marketing

Continuing on the Spring theme of enhancing your customers' energy needs, we have featured **Liver**, **Bentonite** and **EnergyCleanse**.

We are also proud to launch our new **S.O.D.** (Superoxide Dismutase) and have developed an introductory special. Feel free to contact your New Roots Herbal Sales Representative for more information.

Finally, we have robust marketing initiatives to support you and your customers throughout the year.

I'm looking forward to meeting you at the upcoming CHFA Show in Vancouver.



Strong advertising in dedicated natural health magazines to drive customers into your stores.



Marie Fournier  
Marketing Director



New Roots Herbal website featuring key information for your customers.



In-store roll-up posters, sampling (ask your New Roots Herbal sales representative for more information).



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Member of the



# Argan Oil:

Going to the source of purity and quality



We recently added **ArganOil** to our selection of certified organic oils for topical use. Prior to launching, we sent two members of our product development team to Morocco to research, sample and validate that we would offer the purest quality argan oil available.

The team took the Marrakesh Express deep into the southwestern tip of Morocco to visit several proud women's cooperatives that harvest the fruit and extract the kernels from the sun-dried seeds using labour intensive artisanal methods. It takes approximately 100 kg of fruit to yield a liter of argan oil. 90% of the world's argan oil is produced within this region of Morocco that has been declared a UNESCO Biosphere Reserve, ensuring the protection and reforestation of argan trees, as well as supporting the social and economic welfare of the women involved in this blossoming industry.

The next step for our team was to visit the processing facility for our certified organic, raw, cold-pressed **ArganOil**. They were delighted to see the next batch slated for production was destined for shipment to New Roots Herbal. This production method is solvent-free and does not require heat or distillation, which can denature the oil. The oil is tested at a central analytical laboratory sponsored by the Moroccan government prior to export, then sealed in airtight containers and air-shipped for freshness. Upon arrival at our GMP-certified production facility, we test our **ArganOil** to comply with the same rigorous standards as all of our raw materials in our ISO 17025-compliant laboratory.



Moussena Kermasha and David Wilkes picking argan fruits during harvest season in Morocco.



Certified organic by



Certified according to the standards of



# Energy SURGE!

The benefits of an intestinal cleanse and liver rejuvenation can set into motion a series of health benefits that can lead to a significant increase in overall energy far superior to the many quick fixes available to energy-craving consumers.

Estimates vary regarding the amount of accumulated waste material trapped within the intestines of the average North American adult. The several stubborn pounds a cleanse can eliminate alone will give the momentum necessary for better health and more energy. The improved nutrient absorption of a clean colon and entire digestive tract will reduce cravings for excessive calories as the body



Consumers spend billions annually on quick fixes for increased energy; however, the real key to increased energy and vigor starts within.

will better absorb and utilize more nutrients from less food, thus resulting in less fat storage.

The elimination of toxins from the body, and specifically the liver, will have a dual benefit for overall energy. Fewer toxins within the liver will promote better hepatic performance,

and less toxins within the entire body will reduce the amount of energy that the liver dedicates to toxin elimination and excretion. A healthy liver will also be more effective in the conversion of glucose to glycogen to meet short-term energy needs.



1540

### EnergyCleanse I:

<i>Silybum marianum</i> (Milk thistle) (80% silymarin).....	250 mg
<i>Raphanus sativus</i> var. <i>niger</i> (Spanish black radish).....	175 mg
<i>Beta vulgaris</i> (beetroot).....	150 mg
N-Acetyl-L-cysteine.....	25 mg
alpha-Lipoic acid.....	25 mg
Calcium D-glucarate.....	25 mg
Curcumin (95% curcuminoids).....	25 mg
<i>Cynara cardunculus</i> (artichoke) (5% cynarin).....	25 mg
<i>Taraxacum officinale</i> (dandelion) (3% flavonoids).....	25 mg

### EnergyCleanse II:

<i>Rheum officinale</i> (Chinese rhubarb) ..	150 mg
Magnesium hydroxide.....	125 mg
<i>Frangula purshiana</i> (cascara sagrada) ..	125 mg
<i>Aloe ferox</i> (Cape aloe).....	125 mg
<i>Althaea officinalis</i> (marshmallow).....	25 mg
<i>Ulmus rubra</i> (slippery elm).....	25 mg
<i>Chondrus crispus</i> (Irish moss).....	20 mg
<i>Zingiber officinale</i> (zingiberaceae) (Ginger).....	20 mg
<i>Phyllanthus emblica</i> (emblic).....	8.33 mg
<i>Terminalia bellirica</i> (beleric).....	8.33 mg
<i>Terminalia chebula</i> (haritaki).....	8.33 mg

### Homeopathics:

Calcium fluoride (CaF <sub>2</sub> ) 6x.....	1.2319 mg
Iron phosphate 3x.....	1.2319 mg
Potassium chloride 3x.....	1.2319 mg
Sodium chloride 6x.....	1.2319 mg
Sodium phosphate 3x.....	1.2319 mg
Sodium sulfate 3x.....	1.2319 mg



# Results that add up!



14-15

Bentonite ranks among the most popular detoxifying agents, but it's also among the most misunderstood. Toxin removal mechanisms frequently refer to absorption of toxins; however, the process that provides the therapeutic effects of bentonite is ADSORPTION. The process of adsorption results from the surface energy of bentonite and its ability to bond to oppositely charged toxins. This form of bonding is also referred to as ionic; picture each bentonite molecule as a magnet attracting metal shavings. Bentonite molecules are flat, rectangular, carry a negative charge, and are capable of adsorbing 40 times their weight in toxic waste within the intestines.

The fact that bentonite remains inert as it passes through the intestines makes it a side-effect-free, natural method for toxin removal.

New Roots Herbal's **Bentonite** is sourced from 99.75% pure white Montmorillonite clay and adsorbs 14% more toxins than more common grey bentonite.

## The second Sunday in May

**Mother's Day** was originally recognized in 1914 as a daughter's tribute to her mother's crusades for the sanitary and health conditions of working women. In today's society, women are taking center stage in both the workplace and political arena. The role of safeguarding the health of family members, that vary from promoting good nutritional habits, to comforting a child with a fever or stubborn cold, or sacrificing a workday for a health-care emergency, are all too often taken for granted.

THANK YOU



1601

Need a gift idea?

**SkinLovers Oil**

Our proprietary blend of certified organic goji seed, rosehip seed, and seabuckthorn seed oils, is combined with argan and tamanu oils to create an exquisite oil that will pamper, protect, and nurture your skin.

# More than a LIVER CLEANSER

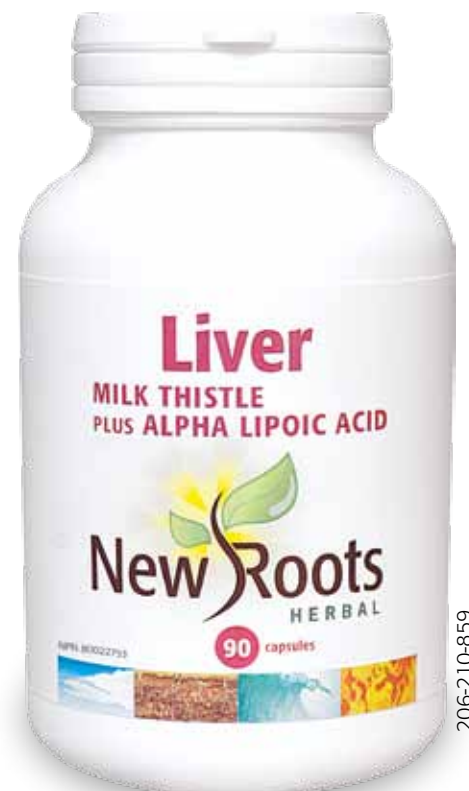


While **Liver** removes the toxins beneath the connective tissues of your skin, resulting in a noticeably healthier, smoother and more radiant appearance, there are several other great benefits from this product.

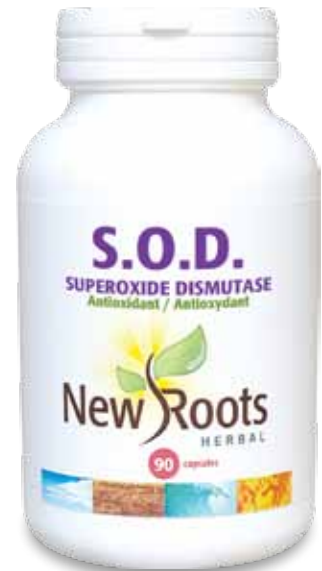
Studies have shown the biologically active flavonoid complex in milk thistle and silymarin can increase the glutathione content of the liver by up to 35%. Glutathione is the most important of all antioxidants, because it's found within cells. Standardized extracts of curcumin add to the potent therapeutic benefits of New Roots Herbal's **Liver** formula by increasing bile production up to 100%.

The conversion of harmful toxins, along with compounds such as LDL cholesterol, to bile for excretion, is among the liver's most important functions. A healthy liver is also better able to convert transient B vitamins to their biologically active coenzyme forms for use throughout the body.

Effective assimilation of B vitamins is critical for the production of serotonin, the hormone that helps regulate mood and relieve stress. The benefits of a healthy liver also improve the processing of toxins and allergens for the workload of approximately 1.5 liters of blood per minute. This results in better resistance to allergies, as well as increased energy production and stamina.



206-210-859



## 2 metabolic pathways for antioxidant protection

The backbone of **Prevent** is the therapeutic charge of green tea extract, standardized to 75% of the polyphenol epigallocatechin gallate (EGCG). The powerful antioxidant benefits of the polyphenols in green tea are formulated with those found in curcumin, resveratrol, lycopene, zeaxanthin, and astaxanthin. These well-referenced standardized extracts have been proven effective in the prevention of diseases of the breast, lung, stomach and prostate.

Prevent offers protection from diseases for those with prolonged exposure to carcinogens or a family history of disease that places them in categories of higher risk, along with being an excellent proactive choice for anyone concerned with disease prevention.

Green tea extract EGCG 75%	500 mg
EGCG (pure)	375 mg
Polyphenols 99%	495 mg
Catechins 90%	450 mg
Curcumin 95%	100 mg
N-Acetylcysteine	60 mg
Resveratrol 50%	50 mg
Lycopene 10%	30 mg
Cayenne 40,000 heat units	25 mg
Zeaxanthin 20%	20 mg
Astaxanthin 1.5%	20 mg
Black pepper extract 95% piperine	2 mg

New Roots Herbal's premium plant-sourced **S.O.D.** (Superoxide Dismutase) protects cellular mitochondria (power plants) from the harmful by-products of metabolism. The 160,000 IU of enzymatic antioxidant activity per capsule promote the energy output of each individual cell. Improved metabolic function at the cellular level and stronger cells with improved resistance to oxidative stress provide protection from many age-related degenerative diseases.

Superoxide dismutase (vegetable source)	160,000 IU
Catalase	10,000 IU
Goji extract (30% polysaccharide)	200 mg
N-Acetylcysteine	50 mg
L-Cysteine hydrochloride	10 mg
Vitamin B2 (riboflavin)	5 mg
Vitamin E (tocopheryl acetate)	5 IU
Folic acid	60 mcg
Selenium (from L-selenomethionine)	11 mcg
alpha-Lipoic acid	40 mg
Reduced glutathione	10 mg





## The best time to treat osteoporosis is before you even have it.

STRONG BONES' NEW ADVANCED FORMULA helps reverse osteoporosis by accelerating the growth of bone-forming cells (osteoblasts), resulting in new healthy bone mass.

STRONG BONES contains microcrystalline hydroxyapatite—the most readily absorbable form of calcium—to fight osteoporosis. It also contains 22 important nutrients and cofactors, including two forms of vitamin K2, menaquinone-4 and -7, known to help remove old and generate new bone cells, a key factor in the prevention of osteoporosis.



Available at fine health food stores.  
To find a retailer near you, visit [www.newrootsherbal.com/store](http://www.newrootsherbal.com/store)

