

# new roots **NATURAL** *facts*



MAY 16 TO JUNE 30 2005

480<sub>mg</sub> of HEART HEALTH

240<sub>mg</sub> of HAPPINESS

720<sub>mg</sub> of JOY



New Roots Wild Omega 3, contains 480mg EPA and 240mg DHA, the strongest concentrate of a 2:1 ratio on the market from pure wild Atlantic fish. Omega-3 fatty acids are a form of polyunsaturated fats, one of four basic types of fat that the body derives from food. Cholesterol, saturated fat, and monounsaturated fat are the others. All polyunsaturated fats, including the omega-3s, are increasingly recognized as being important to human health. Eating too many foods rich in saturated fats has been associated with the development of degenerative diseases, including heart disease and even cancer. Polyunsaturated fatty acids, however, are actually good for you.

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Dear Customer,

Welcome to the latest edition of New Roots *Natural Facts*. This issue is bursting with new products and ideas to help you increase sales... and profits. New Roots Herbal is your natural choice, as we sell *exclusively* to health food retailers, which means that we partner with you helping you get better recognised in your market.

**Remember, New Roots Herbal stands for:**

- Quality of products
- Exclusivity to health food retailers
- Marketing expertise to increase your sales
- Direct to consumer advertising
- Excellent turn around times for your orders
- Friendly service

We hope you will enjoy this issue, and if have any ideas to New Roots *Natural Facts* even better - just give me a call.

Sincerely yours, Peter Wilkes - President



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# HOSPITAL BACTERIA PROTECTION

Saccharomyces boulardii is considered a non-pathogenic, non-colonizing baker's yeast species, which is very closely related to brewer's yeast also known as *S. cerevisiae*. The *S. boulardii*, although it is recognized as a yeast, is not related to the Candida species (*Candida albicans*, *tropicalis*, etc.), which can cause pathogenic infections in the gastrointestinal and genitourinary tracts.

*S. boulardii* is a unique probiotic in that it is known to survive gastric acidity, it is not adversely affected or inhibited by antibiotics and does not alter or adversely affect the normal flora in the bowel. For this reason good friendly probiotic organisms (including *Lactobacillus* and *Bifidobacterium*) can be taken at the same time as *S. boulardii*. Studies are ongoing for its effectiveness with *C. difficile*.

**Available in 5 billion or 1 billion strength.**



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**DATES TO REMEMBER**

**June 24, 2005**  
Saint-Jean Baptiste - Office Closed

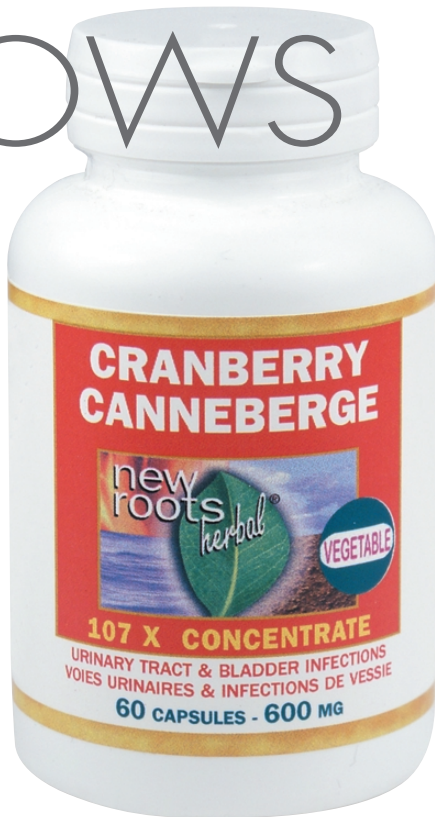
**July 1, 2005**  
Canada Day - Office Closed





# SCIENCE SHOWS

Cranberry juice has traditionally been used for the treatment and prevention of urinary tract infections. Recently, its effectiveness was demonstrated scientifically by a randomized, double-blind, placebo-controlled trial. This study was undertaken to determine the chemical structures of the lowest molecular weight cranberry fruit proanthocyanidins that exhibit in vitro anti-adherence activity of P-fimbriated *E. coli*. Three proanthocyanidin trimers possessing A-type interflavanoid linkages were isolated from the ripe fruits of *Vaccinium macrocarpon* (cranberry) and prevented adherence of P-fimbriated *E. coli* isolates from the urinary tract to cellular surfaces containing -Gal(1 4) -Gal receptor sequences similar to those on uroepithelial cells. New Roots Cranberry is concentrated to 107 x strength... the **only** one of its kind available.



# HOMOCYSTEINE FORMULA

## What is it?

Homocysteine 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.

## Its causes

Plasma homocysteine levels are strongly influenced by diet, as well as genetic factors. The dietary components with the greatest effects are folic acid and vitamins B6 and B12. Folic acid and other B vitamins help break down homocysteine in the body. Several studies, including the recent multi-center European trial, have found that higher blood levels of B vitamins are related, at least in part, to lower concentrations of homocysteine. Other recent evidence shows that low blood levels of folic acid are linked with a higher risk of fatal coronary heart disease and stroke. Adequate supplementation of these five basic vitamins, Betain (trymethyglycin), Folic acid, vitamin B6, vitamin B12 and zinc on the other hand, allows homocysteine to be converted into cystathionine or methionine, either of which is harmless.







# CLEANSING THE KIDNEY

## with Clean Flow - the ultimate kidney and urinary cleanse

**H**ow do my kidneys work? The principle task of the kidney is to preserve the volume and composition of the extracellular body fluids. A part of the kidney's task is to remove waste by-products of metabolism, which our cells cannot break down, yet the principal function of the kidney is not excretion, but to carefully regulate the extracellular fluid system within our bodies. The composition of this fluid is regulated with tremendous accuracy by the kidneys. The cells are largely autonomous and will excrete and eject what they need or do not need from this extracellular fluid. The kidneys also allow us to consume more than we need of many necessities—water and salt for example—and excrete exactly what is not required. Every day, our kidneys process about 200 litres of blood to filter about 2 litres of waste products and excess water. The waste and water become urine, which flows to your bladder through tubes called ureters. Your bladder stores urine until you eliminate. When your kidneys become overloaded and cannot eliminate toxins, diseases or infection of the kidneys and bladder are a high risk.





## Healthy or unhealthy

The kidneys and the urinary system require nutrients to support the manufacturing processes and maintain the system itself. In order for our complex organs to function properly, the muscles, nerves, blood vessels, and other tissues must also be properly nourished. Adequate amounts of water and the proper balance of sodium, calcium, and magnesium levels are very important. The kidneys and bladder are silent when they're sick. Many other parts of the body will give you symptoms when there is loss of function, but with the kidneys, you may not feel anything until you have lost 80% of your kidney function. Until then, there may not be any symptoms, but it will reduce your elimination of urine and toxins and create overall problems as a result.

## The formula

Nutrients and their therapeutic properties play an important role in kidney function and overall condition. Here is a formula we feel makes the ultimate urinary and kidney cleanse: Cats Whiskers extract, Cats Whiskers, Cranberry extract 107X, Cornsilk extract 4:1, Uva Ursi extract 10%, Black Pepper extract 95%, Asparagus, Birch leaf, Goldenrod, Buchu leaf, Juniper berries, Althea, Ginger Root extract 5%, Cayenne, and Parsley

New Roots Herbal Clean Flow formula designed for cleansing and detoxifying your kidneys. Take two capsules three times daily with at least 16oz of water. This formula should consume only distilled water and the freshly squeezed juices during this period, but only up to one additional quart the first day and up to two quarts the second and third days.

## THE PROGRAM

Take two capsules three times daily with before meals. This should be taken for the first five days. Stop taking the product for five days then continue for another five days. It is important to not consume protein during this program, especially animal protein. At this time, you are giving your organs a rest that will lend more energy to your kidneys for better detoxification. Fresh uncooked not canned vegetables and juices contain natural enzymes that are easily digested compared to protein. It is also very important to consume as much water as possible. We suggest consuming as least two litres of water daily. After the fifteen days are completed, use the suggested use of three capsules daily for two months. This program may be done twice annually.

### Suggested Breakfast

Take 2-3 capsules with 8 ounces of distilled water. Live, Organic FRESH fruit or vegetable juice is the best way to get your Vitamins, Minerals and other Essential Nutrients. They are also very important for cleansing and detoxification. If you are hungry before lunchtime you may have fruit, diluted fruit juices, and fruit smoothies. Stop all fruit or fruit juices at least 1 hour before lunch. It is best while on this program not to mix fruit and vegetables together.

### Suggested Lunch

Take 2-3 capsules with 8 ounces of distilled water. For lunch you can have diluted fresh raw vegetable juices, raw vegetables alone or in salads, sprouts, potassium broth, and herb teas. You may make dressings for the salad if you like using Olive oil, Avocado, Raw Apple Cider Vinegar, Lemon Juice, Garlic, Onions and any Herbs and Spices.

Afternoon Snacks: Raw vegetables, raw vegetable salads, diluted vegetable juices, sprouts, and potassium broth and herb teas. All vegetable food must be stopped by 6 p.m.

### Suggested Dinner

Take 2-3 capsules with 8 ounces of distilled water. Diluted fruit juices, fruits, fruit smoothies, fruit salads and herb teas. Try not to consume any proteins especially meats or cheese. Eating only fruit and vegetables will give your digestive system a period of rest and allow for detoxification. Remember that this program restricts the types of food you will eat, not the amount. If you are hungry at any point during this detoxification program, drink and/or eat more. The more you eat and drink, the more you will flush the toxins out of your body.

### Potassium Broth Recipe

This great-tasting addition to your cleansing program will help flush your system of toxins, poisons, salts and acids while giving you a concentrated amount of vitamins and minerals.

Fill a large pot with 25% potato peelings, 25% carrot peelings and whole chopped beets, 25% chopped onions or leeks including 50 cloves of garlic, 25% celery and dark greens spinach parsley. Add hot peppers to taste. Add enough distilled water to cover vegetables and simmer at very low temperature for 1-2 hours. Strain, or just dip your mug in, and drink only the broth. Make enough for two days, refrigerating the leftover broth. It is important to use organic vegetables. You do not want to consume any toxic insecticides, pesticides or inorganic chemical fertilizers while we are on a cleansing and detoxification program. If you do not have time to make the broth and eat a lot of veggies, you can use Freedom Greens, a greens drink powder from New Roots Herbal.

This formula may also be taken as a mild cleanse, or for maintenance, by following the suggested instructions on the label.



**a**llergy relief

# DID YOU KNOW?

## Black Seed Oil

Black Seed oil originates back over 3,400 years! Russians call it Charnushka, FauxAnis in France, Happa Sooda in Oman, Gentle Love of the Mist in North America, and Roman Coriander in Rome. Nigella sativa and its black seed are known by other names, varying between places. Some call it Black caraway, "Habbat al barakah", and "Habbat sawda", others call it black cummin (kalounji), or even coriander seeds. In English, the Nigella sativa plant is commonly referred to as "Black Cumin". Nevertheless, this is Nigella sativa, which has been known and used from ancient times and is also known in Persian as Shonaiz. Black Seed oil has been, and is still used for numerous health and beauty reasons, in dozens of countries throughout the world. Now, Black Seed oil's special properties are becoming a blessing to asthma and allergy sufferers.

**Or try Aller G - certified organic relief from allergies.**



**h**erbal formula

# BETTER MEMORY

Who wouldn't want to have sharper clearer memory and increased mental energy.

Anyone can benefit from Smart Formula's unique combination of Nutraceuticals and herbal extracts designed to increase mental alertness and awareness while improving memory.

Smart Formula contains ginkgo biloba, L-theanine, L-glutamine, phosphatidyle serine, gotu kola, huperzine for enhanced mental ability, Siberian ginseng and fo ti for mental alertness. This is one of the most innovative formulas to increase mental acuity. Smart Formula can address today's anxieties and stress levels while increasing physical energy and mental alpha waves to maintain health and youthfulness.



# GIVE YOUR KIDNEYS A COMPLETE CLEANSING



- Tones & aids kidney function
- Diuretic properties to increase urine flow
- Expels toxins and small kidney stones
- Coats urinary lining to promote tissue healing
- Antiseptic properties to clear infections
- Strengthens the immune system to fight infection



Read all about cleansing the kidneys  
on pages 4 and 5