



NaturalFacts

New product announcements, specials and information

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Exclusively for Finer Health Food Stores

All texts researched & written
by Gordon Raza, B.Sc.
unless otherwise stated



Health Advice



by Philip Rouchotas, MSc, ND and Heidi Fritz, MA, ND

Premenstrual Syndrome

Premenstrual syndrome (PMS) is a cluster of physical and psychological symptoms beginning a week or more before the onset of menses, and resolving with menses. PMS is a milder form that may be characterized by a combination of anxiety, depression, irritability, water retention, bloating, breast pain, migraine, fatigue, and sugar or carbohydrate cravings. PMS is categorized into sub-types based on the pattern of symptoms: for instance, PMS-A is characterized by anxiety and is most common; PMS-C is characterized by sugar cravings; PMS-D is characterized by depression; and PMS-H is characterized by water retention. PMS is often accompanied by pelvic discomfort or "cramps" called dysmenorrhea, which literally means "painful menstruation". A more severe form of PMS is Premenstrual Dysphoric Disorder (PMDD), which is a more severe condition characterized

by depression, anxiety, or severe mood swings that occur *only* during the week or so preceding the onset of menstruation.[1]



The cause of PMS is thought to be multifactorial, but it may be due to a relative estrogen dominance or progesterone deficiency, serotonin deficiency, and increased aldosterone which promotes water retention.[2] Progesterone, a key hormone produced in the second half of the menstrual cycle, is thought to inhibit the activity of the GABA-signaling system in the brain, which may increase susceptibility to anxiety or insomnia. Symptoms such as bloating, migraine, and other types of pain are due to increased levels of inflammatory cytokines. Natural approaches to treatment of PMS include anti-inflammatory nutrients, as well as vitamins and herbs that can help shift existing hormone imbalances.



3405, F.-X.-Tessier street
Vaudreuil-Dorion, QC
J7V 5V5
800 268-9486
newrootsherbal.com

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The omega-3 fatty acid eicosapentaenoic acid (EPA) from fish oil is a well-established anti-inflammatory agent that has been proven to reduce menstrual pain scores and reduce the need for pain medications.^[3] Evening primrose oil, a source of *gamma*-linolenic acid, has been shown to reduce proinflammatory prostaglandins, thereby reducing symptoms of PMS, specifically breast tenderness.^[4] A daily dose of 100 mg of vitamin B₆ (pyridoxine) has been demonstrated to significantly

reduce symptoms of premenstrual tension.^[5] Vitamin B₆ is thought to facilitate liver metabolism of estrogen. Another study found that there was a synergy between vitamin B₆ and magnesium, with the addition of 200 mg of magnesium resulting in reduction of anxiety-related premenstrual symptoms (nervous tension, mood swings, irritability, or anxiety) after just one menstrual cycle.^[6] A calcium-magnesium combination delivering approximately 300 mg of calcium is also effective in reducing menstrual cramps.^[7]

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Living in Balance & Harmony

Umbrella Coverage for Pre-Menstrual Symptoms



233

The mental and physical demands of menstruation have been bundled together and given three initials: PMS. The fact that PMS is not a disease but a syndrome—an association of several different symptoms—makes a diverse therapeutic approach a “must” for relief.

New Roots Herbal’s **PMSRelief** is formulated with eight proven, potent, natural ingredients standardized to specific concentrations of marker compounds recognized for effectiveness with the many symptoms that contribute to premenstrual syndrome.

Dong quai and cramp bark help tone the uterus and ease cramping. Chaste tree berry and corn silk address excess water retention that contributes to bloating and soft-tissue tenderness. Dandelion root supports both liver and kidney function to help maintain hormonal balance, and compound the natural estrogenic benefits from isoflavone-rich red clover. Siberian ginseng lends energy—both mental and physical—to the formula with its strengthening effect on adrenal function. Black cohosh completes the formula with natural relief from cramps, headaches, and overall body pain.

Natural Relief for Common Menopausal Conditions



232-948

Menopeace is a side-effect-free natural alternative to hormone replacement therapy for the often debilitating symptoms synonymous of menopause that include hot flashes, night sweats, and mood swings.

Each capsule contains 150 mg of red clover extract with the broad therapeutic spectrum of eight individual isoflavones. Red clover isoflavones populate hormone receptor sites to ease the frequent hormonal fluctuations that cause menopausal symptoms.

Standardized extracts of black cohosh, chaste tree berry, and dong quai compound the effectiveness of **Menopeace** with additional estrogenic activity; maintenance of fluid balance; and support for vascular, endocrine, and hepatic (liver) function.

Extracts of dandelion root and wild yam complete the formula with toning effects on the liver and normalizing the delicate hormonal balance.

Habitat Destruction



1065

There are many symptoms synonymous with vaginal yeast infections, along with an exhaustive list of ways to treat them. New Roots Herbal's **FeminaFlora** addresses the root cause of frequent yeast infections primarily caused by the yeast *Candida albicans*. A therapeutic blend of 10 billion colony-forming units (CFU) of four specific probiotic species restores the proper vaginal pH level (acidity) to effectively destroy conditions favorable

for the overgrowth of infection-causing yeast.

The re-establishment of a healthy acidic habitat by these select lactic acid-producing strains restores healthy probiotic balance. The population of probiotics in **FeminaFlora** also helps establish the acidic environment necessary to form a protective barrier within the vagina against many other potentially harmful bacteria and pathogens.

Did You Know?



Argan Overnight

With the relatively small amounts of argan oil actually present in many commercial products today, we've got a terrific tip for great looking and full-bodied hair. Massage several drops of New Roots Herbal's organic **ArganOil** on your hair and scalp before bed for penetrating benefits from root to tip. You'll see the results with sumptuous and manageable hair as you wash and style in the morning.



A Helping Hand

BodyMuscle Massage owes part of its deep-heating relief to the beneficial healing compounds harnessed by *Arnica montana*, a species of sunflower. Arnica extract is formulated with a proprietary blend of natural ingredients that penetrate the skin and facilitate intense therapeutic massage. The resulting synergy accelerates relief of soft-tissue trauma resulting from overexertion and even chronic arthritis.



“Gluten-Free”: Nutrition Fad or Fact?

We are increasingly hearing the terms “gluten” and “gluten-free” talked about in the media, and many of us may know a friend or family member who has embarked upon this new way of eating. What are we to make of this relatively new phenomenon? Are there truly health risks associated with wheat or gluten intake, and if so, what are they?



First of all, gluten is a protein that is present in wheat as well as other related grains such as barley, rye, and spelt. Celiac disease (CD) is a well-known disease of the small intestine that is caused by exposure to gluten. It occurs in about 1% of people. In affected individuals, exposure to even minute amounts of gluten triggers the body’s own immune system to attack the tissues of the intestine, causing atrophy, nutrient deficiency, and often

severe digestive symptoms. Celiac disease is diagnosed either through blood testing or through an intestinal biopsy. This disease can only be controlled through strict adherence to a gluten-free diet.

It used to be considered that only individuals with celiac disease were affected by gluten consumption. However, there is now a growing field of research investigating something called “non-celiac gluten enteropathy” or “sensitivity” (NCGS). Simply put, this term means a gluten-associated disease of the intestines that does not meet the classic criteria for celiac; however, it is nonetheless quite real and visible upon endoscopic (“scope”) examination of the intestine.

At present, there is no diagnostic test for NCGS, and so it is currently defined as:

“a condition associated with [...] symptoms in response to ingestion of foods containing wheat, rye, and barley, and the resolution of symptoms on removal of those foods from diet in individuals in whom CD and wheat allergy have been ruled out”.^[1]

The range of symptoms reported is quite broad and includes abdominal pain, headache, tingling or numbness in hands and feet, fatigue, musculoskeletal pain, skin rashes, as well as more rare psychiatric conditions.^[1]

It is important to note that despite the increasing prevalence of gluten sensitivity, not everyone should adopt a gluten-free diet. In those without sensitivity, it is important for the maintenance of immune tolerance to retain a moderate level of ongoing gluten exposure.

Therefore, while gluten-free diets can be extremely beneficial for those affected by sensitivity, consultation with a health care provider is recommended for proper assessment and avoidance of unnecessary dietary elimination.



Reference

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Bio Q₁₀

Highly Bioavailable Coenzyme Q₁₀



1782

BioQ10 is a premium ubiquinone form of coenzyme Q₁₀ emulsified with a specific non-GMO soy protein. The result is an advanced water-soluble form of coenzyme Q₁₀, with a rate of intestinal absorption between 2 and 4.25 times more effective than regular coenzyme Q₁₀. New Roots Herbal's **BioQ10** is on average 30% less expensive than popular brands of ubiquinol.

Ubiquinone vs. Ubiquinol

Coenzyme Q₁₀ is found in the body in two forms: ubiquinone and ubiquinol. Ubiquinone is an oxidized form of coenzyme Q₁₀ that is used to create energy. Ubiquinol is the reduced form of coenzyme Q₁₀ that is used to provide antioxidant protection. Both forms are needed and used by the body; it's the location within the body that

determines which form the coenzyme Q₁₀ will take. For energy production within the cell's mitochondria, ubiquinone is used. For antioxidant protection outside cells, ubiquinol is the form the body uses. Ubiquinone and ubiquinol form a redox pair, which means the body can easily convert from one form to another to meet its needs. Ubiquinol taken in supplement form is unstable and converted back to ubiquinone prior to blood-plasma absorption.

Keep Healthy and Stay Energetic

Coenzyme Q₁₀ is gaining popularity for those suffering from reduced coenzyme Q₁₀ production resulting from prescription statin drugs, to those afflicted with a gradual age-related decline in coenzyme Q₁₀ production.

Supplementation can also benefit a broad range of people, from heart-attack survivors to those looking for added energy to maintain an active lifestyle. There are also promising studies for coenzyme Q₁₀ supplementation, as therapy for treatment of diseases that cause memory loss.

BioQ10 will improve the collective energy production and vigor of all cells within the body. However, its importance for the function of "demand" tissues such as muscle, especially the myocardium (heart muscle), is critical.

New Roots Herbal's premium quality **BioQ10** in convenient capsule form will increase your ability to fight disease and unlock the energy within that can significantly improve your quality of life.





Culinary Corner

People take their smoothies as seriously as secret agents take their martinis. It all distills down to keeping healthy, delicious, and creative. We've had plenty of fun creating and sharing our **Juicy Immune-Energy** smoothie recipes; here is one that totals less than 200 calories.

Following our last issue, we also have a delicious scallop recipe using our *Red Palm Fruit Oil* that will liven up your summer gatherings as well as your taste buds.

Juicy Smoothie

Serves: 1

Ingredients:

- 2 heaping teaspoons **Juicy Immune-Energy**
- 8 oz. cold water
- ½ cup Greek yoghurt
- 1 medium-sized banana

Put the 2 spoonfuls of **Juicy Immune-Energy** and eight ounces of ice-cold filtered or spring water placed in a blender.

Add half a cup of Greek yoghurt. Then add a medium-sized banana (peel and freeze extra-ripe banana for best flavor, smoothie temperature, and consistency).

Blend until uniform in texture. Decorate if desired with other berries and bananas. Enjoy!

Other Fruit Suggestions*:

- 1 cup diced strawberries (53 calories)
- 1 cup blueberries, preferably frozen organic (84 calories)
- 1 cup diced pineapple (80 calories)
- 2 kiwis, peeled (86 calories)

For added protein, you can add diced almonds (49 calories per portion of seven).

*1 medium-sized banana is 105 calories.



San Sebastian Scallops

Serves: 36

Ingredients:

- 1 dozen large scallops
- 2 roasted red peppers (fresh or from jar)
- 6 avocados (lightly fork-mashed or made into guacamole)
- 1 bag of colored organic nacho or tortilla chips (preferably red)
- Red hot sauce, preferably Frank's Red Hot™
- ¼ cup of *Red Palm Fruit Oil*
- Fresh chives

Prepare ripe avocado (or guacamole) and spread carefully over 36 individual chips.

Cut roasted red peppers into thin strips; place a few strips over guacamole.

Cut individual scallops into three coin-shaped slices.

Add New Roots Herbal's *Red Palm Fruit Oil* to skillet over high heat. Toss in scallops, sauté for approximately one minute, then add ¼ cup hot sauce and reduce mixture. When the scallops split on the edges, they're ready.

Place scallop slices on nachos, garnish with chives, and serve!

Serve these savory scallops for a sunset dinner party with a cool pitcher of sangria or some homemade ice tea this summer.



The vibrant seaside city of San Sebastian rests on a picturesque scallop-shaped bay in the historic Basque region of northern Spain. It has a rich, traditional culinary history with plenty of French influence. This dish even has a slight North American accent as well.

Natural summer selections

Gateway to Feeling Great



1735

“No pain, no gain” is a popular mantra for elite athletes. However, it doesn’t have to hold true to everyone. **JointPainRelief** can contribute to strong, flexible, pain-free joints for the avid gardener and triathlete alike. Soreness and inflammation that restrict range of motion are no match for the five therapeutic nutrients in **JointPainRelief**.

JointPainRelief features Natural Eggshell Membrane (NEM®), a clinically proven nutrient that provides a dense source of specific compounds essential for the building and maintenance of cartilage and synovial fluid.

The cartilage cushions joints, especially the weight-bearing ones that include hips and

knees. The synovial fluid lubricates the entire joint including tendons, ligaments, and muscles.

JointPainRelief also contains potent standardized extracts of *Boswellia serrata*, Devil’s claw, and curcumin to ease pain and inflammation naturally. Black pepper extract, standardized to 95% piperine, enhances overall nutrient bioavailability, specifically amplifying curcumin uptake up to 2000%.

Pain-free and flexible joints will allow you to pursue an active lifestyle and trigger the release of endorphins for that great, natural feeling of satisfaction and accomplishment inherent with physical activity.

“Stay Chill” with the Balancing Act of Summer Activities



1163-1166-1277

The stress of compressing work, vacation, and summer projects into a 10-week window can be overwhelming. New Roots Herbal’s **ChillPills** is the ideal, all-natural way to help you cope with stress and navigate your way through a hectic summer schedule.

ChillPills is a comprehensive formula that includes extracts of astragalus, passionflower, and ashwaganda standardized to marker compounds proven to shield the body and mind

from both physical and mental stressors. **ChillPills** also contain therapeutic amounts of the full spectrum of B vitamins, critical components of the myelin sheath that insulates nerves. A dynamic supply of water-soluble B vitamins is even more important during summer months, as these vitamins are lost through perspiration.

Go ahead and enjoy a stress-free summer with non-addictive, side-effect-free **ChillPills**.

Looking Good from A to Z



332-933

The description of a disease or illness as being age-related implies inevitability. Although the World Health Organization ranks age-related macular degeneration (AMD) among the leading causes of visual impairment and blindness, nutrients that target AMD can slow its progression and even stop it “dead in its tracks”.

Forsight is a complete synergistic formula featuring potency-standardized carotenoids ranging from astaxanthin and lutein to zeaxanthin, with all the vision-critical vitamins, minerals, and nutraceuticals found in between.

Our formula nourishes the macula (the central part of the retina responsible for visual acuity) with therapeutic amounts of beneficial pigments that include naturally sourced lutein to provide protection from harmful UV radiation. The threat that UV rays pose for vision impairment is amplified by long, sunny summer days, not to mention our depleted ozone layer.

A cutting-edge complement of nutrients completes our formula for added protection from free radicals, improved microcirculation, and overall visual fitness.

Wild Omega: Why Not?!



1253-1280

Omega-3 fatty acid supplements remain one of the most beneficial and most recommended natural health products, yet also one that people are often reluctant to take. Common adult dosages for cod-liver-oil compounds were a tablespoonful after each meal and one before retiring. New Roots Herbal's high-potency **WildOmega 3** softgels deliver the therapeutic punch of 990 mg of the fatty acids EPA and DHA, in the ideal ratio of 2 to 1, with one softgel per day.

WildOmega 3 benefits include protection from cardiovascular disease including heart attack and stroke, increasing

concentration of the fatty acids throughout the brain and nervous system critical for cognitive function, nourishing joints for pain-free range of motion, and strengthening the immune system.

It's no coincidence that a high-potency, 2-to-1 EPA:DHA fish oil supplement consistently ranks among natural health care practitioners' preferred products for cardiovascular well-being, mood disorders, arthritis, and improved resistance to diseases. It makes you wonder how less cluttered the average North American medicine cabinet could be with one simple softgel per day?

YOUR WEEKLY FORECAST

MON



Cranky

TUE



A bit better

WED



Much better

THU



Pretty good

FRI



Cheerful

Come out of the fog with Candida Stop.

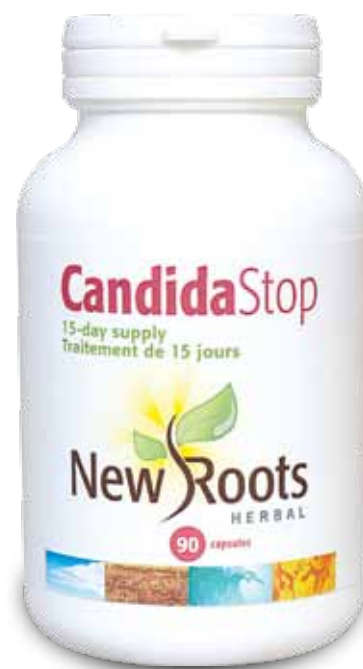
New Roots Herbal's CANDIDA STOP helps you regain control of your health. *Candida* overgrowth causes a variety of chronic health problems, such as stealing your strength, endurance, and mental focus.

CANDIDA STOP cures you from *Candida* overgrowth caused by broad-spectrum antibiotics, oral contraceptives, smoking, alcohol consumption, diabetes, or a poor diet. CANDIDA STOP is essential for restoring your body's natural balance. Its 11 natural standardized extracts eradicate systemic yeast infections.

Say goodbye to cloudy days and hello to CANDIDA STOP.

Available at your local health food stores.

To find a retailer near you, visit www.newrootsherbal.com/store



- Our in-house laboratory has the most advanced instruments in North America for natural health products
- Highly skilled staff (2 PhDs, 3 MScs and 4 BScs)
- Exceeds government testing requirements

**New Roots**
HERBAL