

COMPREHENSIVE COVERAGE



ARTERIAL HEALTH



CARDIAC FUNCTION



LOWER TOTAL+LDL CHOLESTEROL



INCORPORATE INTO MEALS AND BEVERAGES



ANTIOXIDANT ACTION



CARDIOVASCULAR WELLBEING
IS WORTH
TAKING
TO HEART



All New Roots Herbal Products
Are Tested in Our
ISO 17025-Accredited Laboratory



- MAKE LIFE BETTER -

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CARDIOVASCULAR DISEASE is the leading cause of death for women and men in North America and worldwide. It's also linked with hypertension and diabetes as critical conditions which impact the quality of life for our aging population. Heredity is definitely a risk factor, as are poor eating habits and lack of physical activity.

CHOLESTEROL MANAGEMENT

Elevated levels of harmful LDL cholesterol represent a critical risk factor for cardiovascular disease—yet they are modifiable. High cholesterol can result from a genetic predisposition, with the liver's inability to convert harmful cholesterol to bile for intestinal excretion. It can also result from excessive absorption of dietary cholesterol. Intervention with supplements can improve both outcomes.

ARTERIAL HEALTH

Accumulation of fatty deposits and subsequent plaque formation contribute to cardiovascular disease. Consuming healthy fatty acids, cardiac-friendly vitamins, botanical extracts, and potency-validated antioxidants can help keep your arteries cleaner and healthier.

CARDIAC FUNCTION

Your heart is the hardest-working muscle in your body. Enzymes, minerals, and electrolytes influence cardiac performance. Our modern food chain may not deliver these nutrients in sufficient amounts—add to that an age-related decline in our ability to produce many enzymes and vitamins. Smooth-muscle function also requires the right chemistry for muscles to contract and relax.

SUPPLEMENTATION CAN MAKE A DIFFERENCE

STEPPINGSTONES FOR CARDIOVASCULAR WELLBEING

Eating well and keeping active can improve your blood lipid profile; however, many naturally sourced, scientifically researched nutraceuticals can benefit cardiac health.

PLANT STEROLS

These botanical equivalent to cholesterol are among the most-researched compounds for reduction of harmful cholesterol. Their action is simple: Their biological similarity to cholesterol allows them to block intestinal absorption sites. Research demonstrates consumption of 2 g/d can lower harmful cholesterol up to 10%.

COENZYME Q10

Coenzyme Q10 is a naturally occurring enzyme critical for energy production within all cells.

OMEGA-3 FATTY ACIDS

Three cardiac-friendly omega-3 fatty acids—*alpha*-linoleic acid (ALA), eicosapentaenoic acid (EPA), and docosahexaenoic acid (DHA)—are well-researched for cardiac health. ALA is plant-based, with excellent sources being olive and flax seed. EPA and DHA are primarily marine-sourced from sardines, anchovies, mackerel, and herring. Omega-3 fatty acids support many facets of cardiac health: They lower levels of harmful triglycerides linked to fatty buildup on arterial walls and reduce arterial plaque formation.

B-COMPLEX VITAMINS

Research supports the role of B vitamins, particularly folic acid, play in cardiovascular health. They can help reduce levels of homocysteine, an amino acid resulting from the breakdown of protein, elevated levels of which can be associated with arterial damage and blood clots.

RESVERATROL

This potent compound is a polyphenol found in grapes, blueberries, cranberries, and dark chocolate.

GUGGUL

An extract from the resin of a tree native to India, it contains active compounds that affect cholesterol metabolism within the liver. Guggul sterones have been researched for their ability to interfere with a bile-acid receptor within the liver. Their action leads to more harmful (LDL) cholesterol being converted to bile for intestinal excretion.

GARLIC

With well-researched, biologically active compounds including allicin, garlic is widely recognized as beneficial.

GREEN TEA EXTRACT

The polyphenol epigallocatechin gallate (EGCG) is the driving force for these benefits and is available as a standardized extract or featured in condition-specific antioxidant formulas.

HAWTHORN BERRY

Hawthorn berries are robust sources of polyphenols with antioxidant properties. Current research is promising for their role in managing blood pressure and normalizing blood lipids.

RED YEAST RICE

Red yeast rice is isolated following the fermentation of rice with the yeast *Monascus purpureus*. It contains naturally occurring compounds that block the production of LDL cholesterol. Its documented health benefits date back to the Tang dynasty in 800 CE.