

Nature's Sunshine Canada

# Spring Savings 2012

It's Raining  
Healthy  
Savings

**UPDATE:** NSP  
leads industry  
in NPN product  
registrations, pg. 14

**10% OFF**

Select Herbs & Supplements

**April 1st to May 15th**

Campaign No. 3

**Have A Happy Liver** • Good Digestion Matters

**Detox For Optimum Health** • **Intestinal Health**

**Toxic-Free Spring Cleaning Products**

# The coming of Spring beckons the body to detox

Ancient Eastern cultures recognized that a change in season always brought with it a corresponding health practice. Spring is the time to cleanse and detoxify. Traditional cultures around the world believe that nature itself teaches this, by ensuring that many of the first plants to emerge from Winter's sleep have cleansing and detoxifying properties.

Take, for instance, the dandelion. Although considered a pesky weed to most Canadians, this early-Spring arrival is one of the most important herbs for liver and digestion system health, and has traditionally been a welcomed sight of fresh, nutritious greens after a long Winter.

This natural urge to Spring cleanse is so primal it even extends to our physical surroundings and emotional well-being. Household cleaning has become a Spring-time ritual, whereby we brush away the cobwebs and clutter to refresh and rejuvenate our space. Not only is this practical, but it affects us emotionally by removing stress-inducing clutter and lifting our spirits. Likewise, getting our digestive, detoxification and eliminative functions healthier also affects our mental health (see "Is your digestive system your second Brain," page 11).

In this Spring Savings edition you'll find products that will help satisfy all your Spring cleansing, detoxifying and cleaning urges. Plus, there are pages of interesting information on alternative health and wellness. Spring is finally here!

## Intestinal Health is Priority #1

*The famous Dr. Bernard Jensen puts it this way: "The result of faulty bowel functioning which produces undesirable consequences in the body is the root cause of many of today's diseases and illnesses...In treating over 300,000 patients, it is the bowel that invariably has to be cared for first before effective healing can take place."*



### BWL-BLD

Bowel building formula



You Save \$3.29

BWL-BLD offers an assortment of vitamins, minerals, enzymes and herbs to cleanse and build intestinal health.

- Eliminates old fecal material from the bowel.
- Natural laxative.
- Restores normal bowel function.
- Ingredients absorb bowel toxins.

Stock no. 13512-9

~~\$32.90~~ retail \$29.61 retail

### LBS II

Lower bowel laxative



You Save \$2.22

This is an excellent formula of effective, traditional laxative herbs including cascara sagrada, buckthorn, and turkey rhubarb.

- Traditional laxative.
- Promotes peristaltic action in the colon.
- Helps relieve constipation.

Stock no. 10940-7

~~\$22.48~~ retail \$19.96 retail

## Enviro D-T-X: Supporting full-body detox



You Save \$2.95

The herbs in Enviro D-T-X were selected for their ability to help support the five primary detoxifying and eliminating organs: liver, kidneys, lungs, bowels, and skin.

Each ingredient in this combination enhances the next including such herbs as burdock, dandelion, red clover, marshmallow, cascara sagrada, milk thistle and several more.

Stock no. 16690-1

~~\$29.55~~ retail \$26.60 retail

- Helps cleanse the daily accumulation of toxins from the body, and provides ongoing support to the body's natural cleansing functions.
- Helps against constipation.
- Helps remove stubborn mucous accumulation.
- Helps control skin eruptions.
- Purifies the blood

## UC3-J

Soothes an inflamed colon



You Save \$2.03

Your colon is lined with a mucous membrane that can become inflamed and irritated. This combination contains mucilaginous herbs to soothe mucous membranes.

- Reduces the symptoms of ulcers, colitis, Crohn's, and other inflammatory conditions.
- Relaxes spastic bowel.
- Promotes a healthy colon membrane.

Stock no. 16534-2

~~\$20.33~~ retail

\$18.30 retail

## Psyllium Hulls

The colon 'broom'



You Save \$1.77

Psyllium hulls act as a colon "broom," cleansing the intestines and absorbing circulating toxins. The hull can swell 8-14 times their size when soaked.

- Brooms through the colon cleaning out fecal debris.
- Promotes regularity.
- Creates a favourable environment for friendly bacteria growth.

Stock no. 10945-1

~~\$17.74~~ retail

\$15.97 retail

## LOCLO: Soluble and insoluble fibre supplement



You Save \$3.55

LOCLO stands for 'lower cholesterol.' It's a fibre- and potassium-rich powder mix that provides a high level of fibre from five sources: 3.0 grams of soluble fibre and 0.7 grams of insoluble fibre per serving. Furthermore, LOCLO contains the SynerPro blend of antioxidant vegetables and herbs to help combat intestinal inflammatory conditions such as cancer, Crohn's, colitis, etc.

- Provides a daily dose of healthful fibre.
- Helps against constipation.
- Helps maintain healthy cholesterol levels.
- Fibre and antioxidants reduce the risk of colon cancer and heart disease.
- Helps reduce appetite, sweet cravings, and blood sugar.
- Helps with weight management goals.

Stock no. 11229-8

~~\$35.49~~ retail \$31.94 retail



Lorene Benoit  
MasterGold Manager  
Duncan, BC

*"NSP Digestive Enzymes is a product I have counted on as a professional herbalist for over 30 years. Enzymes will get to the root problem of acid reflux or GERD, caused by putrefactive acids of incomplete digestion and fermentation."*

*Enzymes improve digestion, aid mineral assimilation, help prevent constipation, and lessen allergies."*

*We also take one Digestive Enzymes per meal as our first line of defence to prevent digestive problems associated with tropical travels."* (For Digestive Enzymes see pages 9 and 10.)

# FACT:

The solution to the congestion of the body by toxins is detoxification. Nature reveals the path we should follow here. When confronted by excessive wastes, the body reacts: it burns them by fever or seeks to eliminate them through the excretory organs. We can see the wastes leaving the body by way of the skin (acne, eczema), the respiratory tract (bronchitis, colds, sinusitis), the urinary tract (polyuria, acidic urine, grit), the digestive tract (vomiting, diarrhea), the uterus (discharges), and the eyes (crust or discharge in the eyes on waking, conjunctivitis caused by excess acid in the tears).

If the body is unable to expel all the wastes via its normal exit channels, the body will create new ones of itself. These may be in the form of varicose ulcers, leaking wounds that will not scar over, or spontaneous hemorrhaging (hemorrhoids, bloody noses, heavy menstruation).

—Dr. Christopher Vasey, N.D.

# FACT:

Is your doctor secretly using alternative medicine to cure his or her ills?

Once kept to the margins of the medical world, alternative remedies are now increasingly becoming mainstream, with more than a third of adults saying they have used alternative medicine. But it's not just the general public.

Research shows that despite long-standing resistance, alternative medicine is gaining ground in some doctors' offices too. A study by Harvard Medical School in May 2011 found that one in 30 Americans—as many as six million people—used an alternative therapy after a doctor recommended it, and a recent report in the journal *Health Services Research* found that doctors and nurses are increasingly likely to try alternative medicines themselves.  
— *The New York Times*, Tara Parker-Pope on Health blog. Oct 19, 2011



# A Happy Liver; A Happy You

Weighing in at almost three pounds the liver is our largest internal organ, performing over 500 chemical functions. Without it we would die in 24 hours. Yet for all the liver does, it remains overlooked and largely abused by our modern diet and lifestyle practices.



## Milk Thistle

Friend and protector of the liver



You Save  
\$2.95

Milk thistle has a long tradition of use for diseases of the liver and gallbladder. The group of active flavonoids in milk thistle are collectively known as *silymarin*. The most effective milk thistle preparations are made from milk thistle seed extract standardized to 80% silymarin content. NSP's Milk Thistle is a time release formula to provide sustained benefits over a period of time.

- Prevents toxic substances from entering liver cells.
- Protects the liver against damage caused by exposure to environmental toxins.
- Assists in the regeneration of liver cells and enhances the liver's detoxifying functions.
- Protects against all manner of liver disease.

Stock no. 14771-2

~~\$29.50~~ retail

\$26.55 retail

## FACT:

In alternative health, milk thistle (*silymarin*) is used extensively to support, protect and regenerate the liver. The success of milk thistle is partly due to its antioxidant protective potency and partly because it stimulates the regeneration of liver tissue. In a review of clinical studies using milk thistle, Dr. Daniel B. Mowrey, Ph.D. writes: "Not only will milk thistle arrest the course of the disease, but it will stimulate individual liver cells to become sites for local regeneration of liver tissue. Over time, complete restoration of the liver is possible."



Diane McLaren  
Platinum Manager  
Mississauga, ON

*"We love using the All Cell Detox because it's mild enough to take if you're a teenager or elderly person, yet it's powerful enough to pull out the toxins. We find it very effective at clearing the cells, cleaning the blood, the liver, and colon. We can tailor the dosage to each individual without causing them discomfort or making it hard to continue their routines when cleansing. All Cell Detox is a very tolerable supplement that can be taken for an extended period with great results."*

See All Cell Detox on the next page.

## LIV-Gd Multi-nutrient formula targeting the liver



You Save  
\$3.97

LIV-Gd (Liver Guard) is a formula containing a synergistic blend of liver-supportive ingredients. It includes standardized milk thistle. Also includes vitamin C, beta carotene, iron, choline, inositol, and the herb dandelion.

~~\$39.77~~ retail \$35.80 retail

- Provides several liver-supporting nutrients and herbs.
- Nutritionally supports the liver.
- Protects the liver against damage caused by exposure to environmental toxins.
- Helps the regeneration of liver cells and enhances the liver's detoxifying functions.
- Protects against all manner of liver disease.

Stock no. 11374-2

## Is your diet unintentionally damaging your liver?

A study has found that eating too much fast food and a lack of exercise can damage your liver. The study was conducted on a group of slim and healthy people comprised of 12 men and 6 women. The group on the fast food diet limited their levels of physical activity to just 5000 steps daily and ate at least two fast food meals daily, from well-known outlets. It was discovered at the end of the four weeks that the people in the fast food group had put on an average weight of 6.5 kg. Elevated levels of the enzyme alanine aminotransferase (ALT) indicates liver damage. It took just one week for a sharp increase in ALT to occur with the fast food diet group, and it more than quadrupled over the entire four-week study period. The results showed that in 11 people ALT rose to the level that could cause liver damage. The ALT increases were attributed to a gain in weight and especially to the higher sugar and carbohydrate intake common in fast food meals.

—The journal *Gut*, February 12th, 2008



## All Cell Detox

A broad-spectrum cleanse



You Save  
\$3.54

This 17-herb formula supports and promotes the proper functioning of the liver, colon and kidneys, aids digestion and nutrient absorption.

- Use for general liver cleansing and support.
- Cleanses all the major detoxifying organs.

Stock no. 14298-5

~~\$35.41~~ retail \$31.87 retail

## Lecithin

Choline for liver protection



You Save  
\$2.95

Lecithin contains choline, a B-complex vitamin that has proven protective benefits to the liver.

- Helps prevent and treat fatty liver disease.
- A good liver maintenance supplement to protect against the Standard American Diet.

Stock no. 14628-1

~~\$29.55~~ retail \$26.60 retail

## LIV-A

Traditional herbal formula is an effective liver tonic



You Save  
\$2.36

A traditional herbal formula to support liver function and digestion. Specifically it has been used to restore healthy liver function and enhance the digestion and detoxifying functions of the body by working to increase the secretion and release of bile. Herbs of note include dandelion, turmeric, blessed thistle, gentian, and artichoke leaves.

- Provides nutritional support to strengthen liver and gallbladder function.
- Increases urine flow to flush toxins out of the body via the kidneys.
- Relieves stomach complaints such as nausea, cramping and gas.

Stock no. 10825-6

~~\$23.58~~ retail    \$21.22 retail

## Two common herbs achieve super-medicine status for liver health

In recent years, science has taken the two humble culinary herbs turmeric and ginger and propelled them into the realm of superstar antioxidants with a particular affinity to the liver.

For instance, turmeric (active ingredient curcumin) stimulates the flow of bile which is one way that the liver eliminates toxins. The herb also boosts the synthesis of glutathione, a primary liver antioxidant/enzyme that protects liver cells from damage due to alcohol and environmental toxins. Turmeric's potent antioxidants have been shown to reduce inflammation that can cause scarring of liver tissue. Researchers at Saint Louis University are currently studying turmeric as a treatment for liver fibrosis and fatty liver disease.

Turmeric and ginger are related so they share similar qualities. Ginger has a cleansing and decongesting effect on the liver through bile flow, like turmeric. Ginger also has impressive antioxidant and anti-inflammatory properties. In laboratory studies ginger was effective at protecting liver cells from acetaminophen (NSAID) damage due to its potent antioxidant properties. The journal *Nutrition and Metabolism* reported that ginger increased levels of glutathione and superoxide dismutase (SOD), important protective antioxidant/enzymes used by the liver. Researchers concluded that ginger shows

potential for use in the treatment of liver fibrosis. In the *World Journal of Gastroenterology* ginger was reported to help prevent and treat fatty liver disease by reducing oxidative stress, decreasing insulin resistance, and inhibiting inflammation.

Both turmeric and ginger, as well as several other liver herbs, can be found in the above herbal tonic formula LIV-A.



## Good Digestion Matters

When it comes right down to it, your food, your supplements, your very health is entirely dependent on the ability of your digestive system to extract nutrients, process them and make them available to your cells and tissue. A healthy and efficient digestive system is the foundation to optimum health.



## Acidophilus Bifidobacterium

Probiotic formula offers billions of friendly bacteria



You Save  
\$3.13

Acidophilus and Bifidobacterium are two of the most popular and effective strains of probiotics for maintaining digestive health. Each capsule contains 4 billion active friendly bacteria of the following strains: *Lactobacillus rhamnosus* 2.8 billion, *Lactobacillus acidophilus* 800 million, *Bifidobacterium longum* 400 million.

- Inhibits the proliferation of harmful bacteria.
- Promotes healthy digestive and intestinal systems.
- Assists in the digestion of proteins.
- Enhances the breakdown of lactose.
- Helps the body produce digestive enzymes and certain vitamins.
- Reduces the proliferation of hostile organisms like *Candida albicans*.

Stock no. 13213-2

~~\$31.27~~ retail    \$28.14 retail

## Stomach Comfort

Soothing antacid formula



You Save  
\$2.39

Stomach Comfort is a natural antacid formula that brings fast-acting relief from heartburn and acid indigestion.

- Natural formula will not disrupt normal digestive processes.
- Helps balance pH levels.
- For the temporary, fast relief of symptoms of indigestion.

Stock no. 12538-1

~~\$23.88~~ retail  
\$21.49 retail

## Garden Essence

Full spectrum of plant enzymes



You Save  
\$3.44

Improve your digestion with this full spectrum of plant enzymes in a blend of five digestion enhancing herbs.

- Helps reduce digestive problems by supplying much needed enzymes.
- Replenishes depleted enzyme stores.
- Better food digestion and nutrient assimilation.
- Suitable for vegans.

Stock no. 11002-9

~~\$34.38~~ retail  
\$30.94 retail

## Probiotic II

Eleven strains of probiotics



You Save  
\$4.29

Probiotic II provides billions of beneficial intestinal micro-organisms from 11 probiotic strains.

- Utilizes the most beneficial strains of probiotics.
- Helps fight Candida overgrowth.
- Supports overall digestive function and immune health.

Stock no. 14918-3

~~\$42.86~~ retail

\$38.57 retail

## Digestive Enzymes

Enhance your food digestion



You Save  
\$3.99

Supports the digestive process with natural food enzymes including hydrochloric acid, bile salts and important digestive enzymes.

- Assists in the digestion of all types of food.
- Helps alleviate indigestion due to a lack of enzymes.
- Improves assimilation of nutrition from food.

Stock no. 11008-7

~~\$39.92~~ retail

\$35.93 retail

## The multifaceted benefits of friendly bacteria

"Most of us carry three to four pounds of bacteria in our gut at any given time. Ideally, at least 85% of that should be of the friendly variety; no more than 15% should be of the less favourable kind. These bacteria help convert fibre and other indigestible material into usable nutrients, facilitate the absorption of certain minerals, assist in detoxification, and maintain and protect the gastrointestinal mucosa. They can also help in the prevention of allergies, skin disorders, inflammatory bowel disease, ear infections, vaginitis, bladder infections, constipation, and diarrhea. Probiotics have more recently been demonstrated in studies to modulate immune responses via the gut's mucosal immune system."

— *Primal Body, Primal Mind*, Nora T. Gedgudas, CNS, CNT

"There are more bacteria in our intestinal tract than cells in our body."

— Jeffrey S. Bland, Ph.D

## ULC-R+

Gastric ulcer healing formula



You Save  
\$3.24

This formula inhibits H. pylori bacterial infections, the major cause of gastric ulcers.

- A proprietary blend containing DGL (deglycyrrhizinated licorice extract).
- Also contains Pau D'Arco, clove, Inula racemosa and capsicum.

Stock no. 10903-0

~~\$32.45~~ retail

\$29.21 retail

## Bifidophilus Flora Force

Powerful probiotic formula



You Save  
\$3.55

Maintain a healthy balance of probiotics for better digestion.

- Contains four of the most beneficial strains of probiotics.
- Promotes proper digestion and elimination.
- Ideal for children and adults.

Stock no. 13520-9

~~\$35.49~~ retail

\$31.94 retail

# GERD

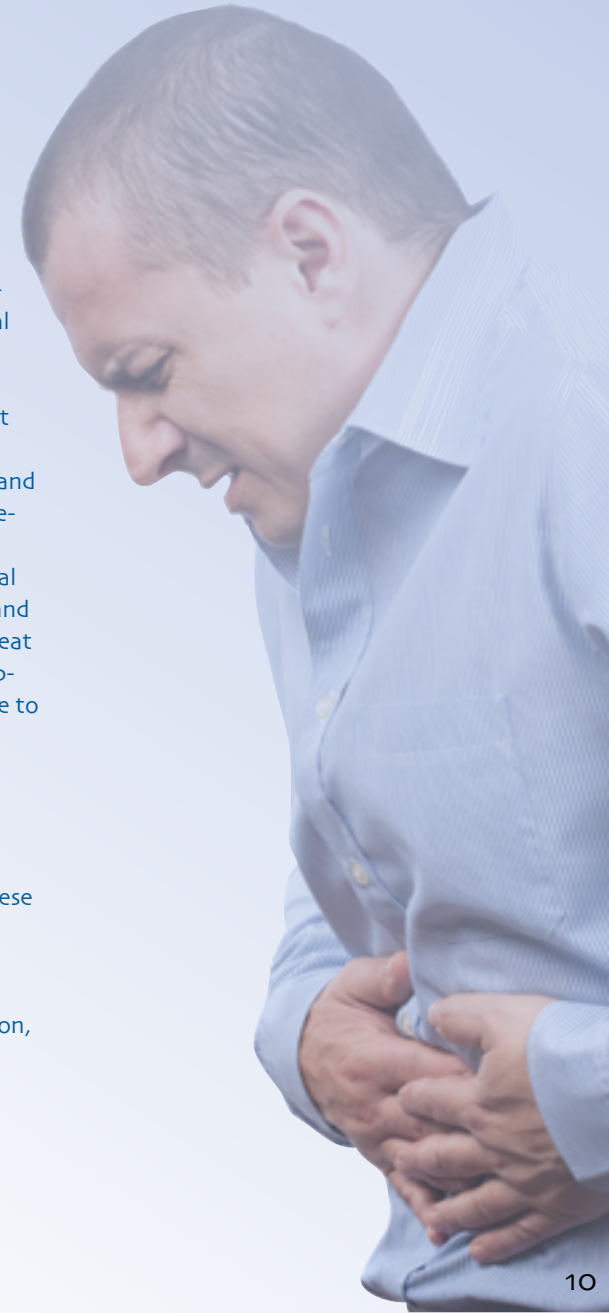
## Do you experience GastroEsophageal Reflux Disease?

## FACT:

Approximately 24% of Canadians experience heartburn daily or more often, according to the Canadian Digestive Health Foundation. In a Gallup survey, 25-40% of adults experienced heartburn or gastroesophageal reflux disease (GERD) at least once a month. And a survey in the *Canadian Family Physician Journal* reported that 51.3% of participants took antacids at least once in the previous six months and 10.6% took them daily. Both over-the-counter and prescription drugs carry side effects that can be serious. Natural alternatives like enzymes, probiotics and herbs, on the other hand, don't just treat the symptoms of gastrointestinal problems, but remedy the underlying cause to restore proper digestive function.

"In general, I have found various types of digestive enzymes to be extremely effective in reversing chronic gastrointestinal problems (GERD). These include diarrhea, gas, bloating, constipation, food allergies, inflammatory bowel disease, irritable bowel syndrome, micronutrient malabsorption, diverticulitis and diverticulosis."

— Dr. Zoltan Rona, MD





## Is your digestive system your second Brain?

“Have you ever wondered why people get butterflies in the stomach before going on stage? Or why an impending job interview can

cause an attack of intestinal cramps? And why do antidepressants targeted for the brain cause nausea or abdominal upset in millions of people who take such drugs? The reason for these common experiences is because each of us literally has two brains—the familiar one encased in our skulls and the lesser-known but vitally important one found in the human gut. Like Siamese twins, the two brains are interconnected; when one gets upset, the other does, too.”

—Sandra Blakeslee, “*Complex and Hidden Brain in gut Makes Stomachaches and Butterflies.*” New York Times, January 23, 1996.

During fetal development two separate nervous systems develop as “thinking machines” independent of each other (central nervous system and enteric nervous system). Only later in fetal development do they link through the vagus nerve. The vagus nerve winds from the brain stem down through the spine to terminate in the abdomen, joining these two brains and forming the brain-gut connection. The implications are profound to how we view the digestive system and its importance. Does the digestive system function as a second brain? And what does it mean to our health?

According to Dr. Michael Gershon, author of *The Second Brain* and professor of anatomy and cell biology at Columbia Presbyterian Medical Center, New York, the second brain is vitally important: “The brain is not the only place in the body that’s full of neurotransmitters. A hundred million neurotransmitters line the length of the gut, approximately the same number that is found in the brain...The brain in the bowel has got to work right or no one will have the luxury to think at all.”

As science has progressed in this area we are finding that the enteric nervous system (digestive system) and the central nervous system (brain) mirror one another. An example: the major neurotransmitters found in the brain are also plentiful in the gut. These include serotonin, dopamine, glutamate, norepinephrine, and nitric oxide, to name a few. Not surprising, many of these neurotransmitters are mood-controllers. If serotonin is in short supply the brain and the gut suffer. It is becoming apparent that the digestive system plays a major role in mental and emotional health as well as sleep habits and our sense of well-being.

Alternative health practitioners have long recognized the connection between brain fog, irritability, low self-esteem, addictions, depression, etc., with liver and bowel congestion. Science is validating this with evidence that the digestive system is more than a tube for elimination: it is a brain, too.

“Most people would say the brain determines whether you are happy or sad, but they have their facts skewed. It seems the gut is more responsible than we ever imagined for mental well-being and how we feel.”

—Dr. Jordan Rubin, N.M.D., Ph. D., author of *The Maker’s Diet.*

## Spring Cleaning Shouldn’t Kill You

As if there already aren’t enough harmful chemicals and toxins hiding in common household cleaning products, here’s another one to worry about.

The latest to come under scrutiny is triclosan, an antibacterial chemical used in cleaning and hygienic products, put there as an antibacterial or to reduce or prevent bacterial contamination. This chemical is found in household cleaners, deodorants, cosmetics, anti-bacterial soaps, even toothpastes. The American Medical Association and the FDA have both expressed concerns about this chemical leading to hormone-altering side effects and stating that “it may be prudent to avoid the use of antimicrobial agents in consumer products.” Echoing their concerns, researchers from numerous health institutions worldwide have also come to this conclusion. This is just one more reason—in a very long list—to switch to safe household cleaners and deodorizers that won’t hurt you or the environment. (See the next page for savings on environmental cleaning products from NSP.)



# Cleaning Products

*Your cleaning products shouldn't be a threat to you, your family, or the environment. At NSP we offer powerful cleaning products that meet virtually all your household cleaning needs, but won't hurt you or the environment.*



## Nature's Sunshine Concentrate

The only cleaner you'll ever need!



NSP Concentrate is a general purpose, non-flammable cleaning concentrate that is effective on all types of dirt and grime, yet won't harm the environment or you because it contains no polluting phosphates, borates or nitrates. Its biodegradable cleaning and sudsing agents break down easily, helping to prevent foaming or sudsing problems in our lakes and streams. That's a good thing. NSP Concentrate is a versatile product with literally hundreds of uses. Used full strength, it is a powerful cleanser. In various dilutions, it can be used to clean an extensive variety of items.

Stock no. 10975-5

~~\$28.57~~ retail    \$25.71 retail

You Save  
\$2.86

## Nature's Fresh

Stain and odour remover with the power of enzymes



This widely tested deodorizer utilizes a special formulation of enzymes gleaned from plant sources. These enzymes work as deodorizers and break down the molecular structure of stains without harming fabric. Eliminates organic odours, such as those created by foods, smoke, urine, feces, mildew, vomit, and pets. Eliminates stains caused by food, juices, blood, pets, urine and other organic substances.

Use wherever you encounter odour and stains: Spray into air or directly onto the source—shoes, clothing, bed linens, lingerie, upholstery, carpet, auto interiors, etc. For stain prevention and removal, spray or soak stained area.

Stock no. 14629-4

~~\$20.36~~ retail    \$18.32 retail

You Save  
\$2.04

# Leadership

Nature's Sunshine has always led the supplement industry in its dedication to quality, service, and integrity. We also strive to provide for our customers product availability they can rely on for their personal and business needs.

# Reliability

The supplement market in Canada is regulated by laws and standards to protect the consumer from harmful or ineffective products. As a manufacturer, this means we have to register our products with the government and be given an NPN number in order to ensure their availability to consumers.

# Availability

As of February 2012, NSP Canada leads the direct selling industry in the most natural products registered (NPNs). Once again, NSP leads the way in providing its partners with a wide range of products they can rely on for personal health and business needs.

# Quality



# Service

# Integrity





to/from

To order contact your Nature's Sunshine Business Associate:  
Or call: 1-800-265-9163 or [www.naturessunshine.ca](http://www.naturessunshine.ca)

**10% OFF**

Select Herbs & Supplements

**April 1st to May 15th**

Campaign No. 3



# Spring Savings 2012 Order Today.

**Have A Happy Liver** • Good Digestion Matters

**Detox For Optimum Health** • Intestinal Health

**Toxic-Free Spring Cleaning Products**