

# Nature's Sunshine Canada **Fall Savings 2012**

A smiling man and woman standing in a kitchen. The man is on the left, wearing a light blue t-shirt. The woman is on the right, wearing a light grey long-sleeved shirt. They are both smiling and looking towards the camera. In the foreground, there is a basket of fresh vegetables, including red and yellow bell peppers, broccoli, and cauliflower. The background shows a kitchen with white cabinets and a window.

**Products to  
help you make  
good nutrition  
a top priority**

**10% OFF**

Select Herbs & Supplements

**Oct. 16th to Nov. 30th**

Campaign No. 7

**Nutritional Supplements**  
**Whole Foods**  
**Vitamins & Minerals**

# Filling in the gaps towards optimum health

Have you ever considered whether your diet provides you with enough nutrition? Rarely do we consider whether we're getting enough vitamins, minerals and other nutrients we need from our diet alone.

Dr. James Scala, Ph.D., health and nutrition researcher, shares the startling statistic that over 60 percent of all deaths are related to poor diet. "This means," writes Dr. Scala in his best-selling book *Prescription For Longevity*, "that over five people in America die every two minutes from an illness that proper nutrition could have either prevented completely or put far off into the future."

To further complicate the issue, even when one does eat from a variety of food groups nutritionists recommend, there is no guarantee of the foods' nutritional value. With modern processing methods, food today can be empty of much of the nutritional goodness nature intended.

As evidence for the appropriate use of nutritional supplements has increased over the past decade, the Canadian and American Medical Associations have both recommended supplementation for adults to make up for dietary deficiencies. Not surprising then, today's answer to getting the nutrition you need is to eat a variety of wholesome foods, and to take nutritional supplements to fill in the gaps or make up for shortfalls.

Sources: Canadian Medical Association Magazine *Canadian Health* 'Supplement Savvy' by Meagan Ellis, May/June 2007 issue. *The Journal of The American Medical Association*, June 19, 2002 issue.

## Vitamin D3, 1000 mg The Sunshine Vitamin



Due to vitamin D's broad health benefits, health professionals are recommending supplementation, and they are increasingly calling for the daily upper intake levels to be raised.

- Helps in the development and maintenance of healthy bones and teeth.
- Helps in the absorption of calcium and phosphorus.

Stock no. 14243-4  
~~\$20.00~~ retail ~~\$18.00~~ retail

## Super Vitamins/Minerals Hi-Potency Daily Nutrition



It's agreed that taking a multivitamin supplement is one of the most important health practices you can do for better health.

- Provides 23 important vitamins and minerals.
- Includes a synergistic base of healthful herbs, vegetables, and phytonutrients.
- A factor in the maintenance of good health.

Stock no. 10098-0  
~~\$32.21~~ retail ~~\$28.99~~ retail

# FACT:

"Sixty two percent of North Americans are deficient in vitamin D."  
(University of Toronto research published in *American Journal of Clinical Nutrition*, February, 2001)

## Vitamin C, 1000 mg Time Release Formula



Vitamin C, 1000 mg is a time-release formula providing a steady supply of vitamin C throughout the day.

Vitamin C 500 mg is a non-time-release formula supplying the same vitamin C.

- Antioxidant for the maintenance of good health.
- Helps in connective tissue formation and wound healing.
- Healthy development and maintenance of bones, teeth, cartilage, and gums.
- Helps the body metabolize fats and proteins.
- 500 mg vitamin C formula is enhanced with a complex of bioflavonoids.

Stock no. 10829-8  
~~\$27.79~~ retail ~~\$25.01~~ retail

## Vitamin C, 500 mg Potent Antioxidant



Stock no. 9331-6  
~~\$37.14~~ retail ~~\$33.43~~ retail

## SynerPro Calcium & Magnesium

Two Macro Minerals Plus Important Cofactors



A macro mineral supplement of calcium, magnesium, phosphorus and vitamin D3. Calcium and magnesium are easily depleted through stress and poor diet. Contains the SynerPro proprietary concentrated base of cruciferous vegetables and herbs.

- Helps in the development and maintenance of bones and teeth.
- When combined with sufficient vitamins and a healthy diet and exercise calcium may reduce the risk of osteoporosis.
- Magnesium supports proper muscular function.

Stock no. 12993-4 ~~§27.60~~ retail §24.84 retail

You Save  
\$2.76

## SynerPro Super Vitamins And Minerals



We believe that taking a multivitamin supplement is one of the most important practices you can do for better health.

- Provides 24 important vitamins and minerals.
- Includes the SynerPro base of healthful herbs, and vegetables.
- A factor in the maintenance of good health.

Stock no. 11215-1

~~§20.33~~ retail §18.30 retail

You Save  
\$2.03

## Garlic, High Potency Odour-Controlled Formula



A premium garlic supplement supplying 400 mg of garlic which is equal to 1200 mg of fresh garlic. 1,000 mg of fresh garlic is equivalent to 1 clove.

- In herbal medicine it is used to reduce fat levels in the blood.
- Used as an herbal supplement to support cardiovascular health.
- Contains the SynerPro blend of cruciferous vegetable and herbs.

Stock no. 11057-5

~~§38.50~~ retail §34.65 retail

You Save  
\$3.85

## FACT:

The SynerPro Advantage:

Vitamins and minerals are indispensable substances required in small amounts to promote growth, reproduction, maintenance and repair. There are, however, sub-

stances found in foods not classified as either vitamins or minerals but nonetheless play a role in health. These are commonly referred to as cofactors and various phytochemicals. Renowned nutrition scientist, Dr. James Scala, Ph.D., discovered several nutrients in foods that he put forward from his research were protective and worked with vitamins and minerals synergistically in a way that the sum was greater than its parts.

Source — Scala, James, Ph.D., *Prescription for Longevity*, Penguin Books, New York, NY, 1992

## MC (Mega Chelation)

High-Potency, Multi-Nutrient Formula



MC is a mega-nutrient, vitamin and mineral supplement designed to support the circulatory system.

MC contains a variety of natural chelating substances. MC contains no artificial colours, preservatives, starches, sugars or yeast.



- Provides vitamins and minerals which are factors in the maintenance of good overall health.
- Contains butcher's broom, plus adrenal, spleen and thymus substances (bovine), and Ginkgo biloba.

Stock no. 11061-7

~~§61.38~~ retail §55.24 retail

You Save  
\$6.14

## Magnesium Malate Magnesium Plus Malic Acid



A complex of malic acid and magnesium malate.

- Supports the structural system.
- Helps with proper muscle function.

Stock no. 11483-9

~~§23.57~~ retail §21.21 retail

You Save  
\$2.36

## Magnesium Complex The Mega-Health Mineral



A complex using two of the best-absorbed forms of this important mineral: magnesium citrate and magnesium malate.

- Helps metabolize carbohydrates, protein and fats.
- Supports the maintenance of healthy bones and teeth.
- Helps with proper muscle function.

Stock no. 10789-3

~~§17.29~~ retail §15.56 retail

You Save  
\$1.73

## FACT:

Four Thieves Vinegar was a concoction fed to condemned criminals in the 1700s made of vinegar wine and crushed garlic. During the bubonic plague in 1721, as part of their death sentence, criminals were condemned to collect dead bodies and dig their graves. Surprisingly, the criminals avoided catching the plague believed to be due to the garlic concoction they drank! Today, garlic has been the subject of multiple studies into its many properties and is enjoyed as both food and medicine.

Source — Scala, James, Ph.D., *Prescription for Longevity*, Penguin Books, New York, NY, 1992



## Zinc & Vitamin C

Soothing, Tasty Throat Lozenge



The combination of the mineral zinc and vitamin C in a tasty throat lozenge. It also contains echinacea purpurea and the oils of spearmint, peppermint and eucalyptus.

- To help ease the discomfort of colds and sore throats.

Stock no. 11465-1

~~\$32.00~~ retail \$28.80 retail



Peach and orange flavour the whole family will enjoy.

You Save \$3.20

## Zinc

The Missing Mineral



Zinc is often missing in today's processed food diet.

- Helps maintain healthy skin and connective tissue function.
- Supports healthy immune system function.

Stock no. 12989-6

~~\$18.49~~ retail \$16.64 retail

You Save \$1.85

## Vitamin E with Selenium

Antioxidant Supplement



Vitamin E and selenium work together in the body in synergistic fashion.

- Supplies antioxidants.
- Supports overall good health.
- Natural source tocopherol used.

Stock no. 10942-2

~~\$32.86~~ retail \$29.57 retail

You Save \$3.29

## Iron With Vitamin C

Combination Formula



A mineral, vitamin and herbal combination.

- 5 mg of iron with 100 mg of vitamin C.
- Formulated in a base of complementary herbs: rose hips, chickweed, mullein, thyme, and yellow dock.

Stock no. 10884-5

~~\$20.20~~ retail \$18.18 retail

You Save \$2.02

## Vitamins A & D

Combination Formula



Both vitamin A and D occur together naturally in cod liver oil.

- Supports overall good health.
- Helps in the development of bones and teeth.
- Softgel capsules.

Stock no. 12986-1

~~\$18.03~~ retail \$17.04 retail

You Save \$1.89

# Millions of years in the making.

FROM THE ANCIENT MINERAL-RICH DEPOSITS OF A PURE UTAH LAKE COMES ESSENTIAL LIQUID MINERALS. THE 64 TRACE AND MACRO MINERALS, PLUS POTASSIUM, IN COLLOIDAL SUSPENSION, ARE READILY ASSIMILATED BY THE BODY AND UTILIZED BY EACH BODY SYSTEM FOR THE MAINTENANCE OF GOOD HEALTH. EXPERIENCE THE DIFFERENCE.



You Save \$3.81

Provides varying amounts of minerals in a balance produced by natural processes. Minerals in suspension have the advantage of being readily available for assimilation into the body when ingested.

- Provides 2.75 mg of potassium per serving.
- Contains trace minerals
- A factor in the maintenance of good health.

Stock no. 12055-7

~~\$38.07~~ retail \$34.26 retail

## Liquid Calcium

### Easy-To-Take Calcium



An easy-to-take calcium supplement plus additional minerals. Great tasting and good for kids too.

- 500 mg of calcium, 200 mg of magnesium plus vitamin D3 and zinc.
- All the benefits of a Calcium/Magnesium supplement in an absorbable liquid form.

Stock no. 11480-2

~~\$37.14~~ retail \$33.43 retail

You Save \$5.86

## Chinese Mineral-Chi Tonic

### Chinese Herbs Plus Minerals



A Chinese herbal and mineral tonic to balance chi. Chi is known in Traditional Chinese Medicine as the life force.

- Provides 180 mg of potassium per serving.
- Contains a full spectrum of ionically-suspended trace minerals.
- Contains Chinese tonic herbs astragalus, ginger, licorice, reishi mushroom, schizandra, Siberian ginseng, ginkgo and more.

Stock no. 11222-7

~~\$50.00~~ retail \$45.00 retail

You Save \$5.00

## FACT:

Regular exercise can strengthen your brainpower as well as your muscles, and studies show it is a powerful mood booster, too. Obviously this is not new wisdom, since in the 5th century Hippocrates encouraged sad and melancholy

Greeks to improve their mood with a walk outdoors.

Carl Cotman, director of The Institute for Brain Aging and Dementia at the University of California, Irvine, says that exercise can improve anyone's mood and mental performance at any age.

Studies of children and adults have confirmed that active individuals are happier and less susceptible to illness than their inactive counterparts. Researchers at McMaster University found that 60 percent of a group of depressed patients felt better after being on an exercise program for four months.

The benefits of one particular exercise — weight-bearing exercise that maintains lean muscle — actually plays an important role in determining one's life span, according to medical researcher Brad King. "It just so happens that one of the most, if not the most, important biological markers of how we look, feel and perform lies in our ability to maintain lean body mass or muscle. In fact, a study of 84 men and women aged 90 to 106, presented in the *Journal of the American Geriatrics Society* in 1997, showed that loss of muscle is the number one determining longevity factor—that is, in shortening life span."

Source— *Awaken Your Metabolism*, Brad J. King  
*The Path to Phenomenal Health*, Sam Graci

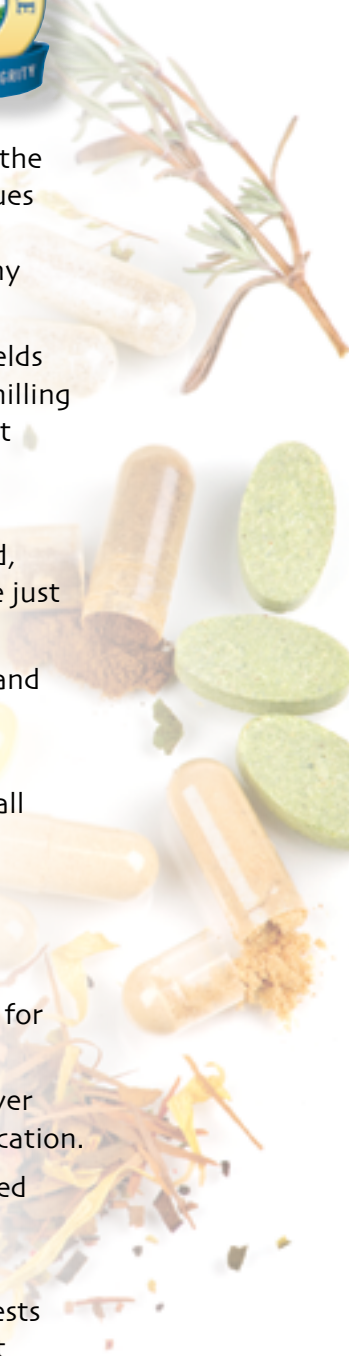


# TOP 10

## Reasons To Use Only NSP Products



- 1 Nature's Sunshine Products was founded by the Hughes family in 1972 based on the core values of QUALITY, SERVICE, and INTEGRITY. The Hughes family is still involved in the company and they are still its three core principles.
- 2 NSP closely monitors the herbs from the fields where they are grown, through cleaning, milling and processing and sources only the highest quality raw materials.
- 3 NSP guarantees its products to be free of contamination including heavy metals, lead, mercury, pesticides, and cadmium, to name just a few.
- 4 Nature's Sunshine Products manufactures and tests its products in its own manufacturing facility.
- 5 NSP guarantees the purity and potency of all its products.
- 6 NSP has unique formulas that combine the synergistic effects of various herbs and supplements for optimum benefits.
- 7 NSP's labs have state-of-the art equipment for the latest testing.
- 8 The staff in the quality department have over 200 years of combined experience and education.
- 9 NSP has on-staff highly educated and trained research and development staff, including Pharmacists and several Ph.D.'s.
- 10 NSP utilizes over 300 different analytical tests to assure its supplements are of the highest quality.





## Spirulina

### Aquatic Nutrition



You Save  
\$2.81

Spirulina is a blue-green, fresh water algae that has been used by people throughout the world as a nutritive food source.

- A traditional nutritive food source.
- A dietary source of iron.
- A source of essential amino acids isoleucine, threonine, tryptophane and valine.

Stock no. 10754-2

~~\$28.07~~ retail \$25.26 retail

## Kelp

### Dietary Source Of Iodine



You Save  
\$1.96

A common seaweed traditionally harvested from the ocean for food.

- A traditional nutritive food source.
- Supports the health of the thyroid gland by supplying iodine.
- Helps prevent iodine deficiency.
- Helps to maintain overall good health.

Stock no. 10797-2

~~\$19.64~~ retail \$17.68 retail

## Alfalfa

### Nutritional Herb



You Save  
\$1.76

Alfalfa is a nutritious hay that has been used by people and livestock for food.

- Traditionally used as a nutritive food source.
- Herbalists have traditionally used it as a nutritional tonic.

Stock no. 10893-6

~~\$17.57~~ retail \$15.81 retail

# FACT:

Covering the surface of a tropical pond, the blue-green micro algae spirulina might not look very appetising. But a closer look under the lens of a microscope reveals a much different picture. Under close scrutiny you would see a nutritionally dense whole food, that for centuries has been valued by native people of South America and Africa for its nutritional value.

Scientists today have thoroughly studied this aquatic food and been astonished at just how much nutrition is packed into this tiny algae.

Spirulina contains protein and several fatty acids including omega-3, omega-6, and gamma-linolenic acid (GLA). Other compounds that occur naturally in spirulina are chlorophyll, beta carotene, vitamin E, and the B vitamins. Minerals occurring in spirulina include calcium, magnesium, phosphorus, potassium and iron.

In the aftermath of the Chernobyl nuclear disaster in 1986 in the Ukraine, the children affected by radiation poisoning were treated with spirulina.

Another aquatic whole food is the algae chlorella. It was among the first algae to be cultivated for food supplement purposes, shortly after WWII in Japan. Like spirulina, chlorella is also a rich source of amino acids, protein, minerals, vitamins, dietary fibre and a wide range of antioxidants, bioactive substances and chlorophyll.

Both spirulina and chlorella are important sources of food for people around the world and have been endorsed by the United Nations to help feed starving populations.

Spirulina and chlorella are part of the GreenZone whole food formula (page 11). Spirulina is also available on its own.

Sources—David Sandoval, *The Green Foods Bible*, Freedom Press, Topanga, CA, 2011

# FACT:

Bigger's not better. As fruits and vegetables have gotten larger they also contain less nutrition, according to a *Critical Issue Report* published by the Organic Center and based on reports from leading scientists and nutritionists. "Fewer nutrients per serving translates into less nutrition per calorie consumed," states the report. "This erosion in the biological value of food impacts consumers in much the same way as monetary inflation; that is, we have more food, but it's worth less."

Source—Charles Benbrook, Xin Zhao, Jaime Yáñez, Neal Davies and Preston Andrews, *State Of Science Review: Nutritional Superiority of Organic Foods*, The Organic Center, March 2008

# FACT:

Where has all the goodness gone? Even if you're eating a balanced diet you may not be getting all the nutrition you need from your food and here's why:

- Frozen foods lose 25 percent of their nutrients in the scalding process, 19 percent in freezing, 15 percent in thawing, and 24 percent in cooking.
- Canned foods lose 30 percent of their nutrients in the scalding process, 25 percent in sterilization, 27 percent in liquor diffusion, and 12 percent in reheating.
- Spinach can lose one half its vitamin C when stored at room temperature for three days.
- Lettuce can lose a fourth of its vitamin A and C in a few days, even when refrigerated properly.
- Instant potatoes have virtually no vitamin C at all, unlike fresh potatoes.
- Freshly-cooked foods can lose up to 56 percent of their nutrients in cooking.
- The heat from cooking destroys valuable food enzymes.

Source—Dr. Richard A. Passwater, Ph.D., *The Super New Nutrition*, Packet Book, New York, 1991



# Enter The GreenZone Of Whole Food Nutrition

You Save  
\$5.71



You Save  
\$2.50



GreenZone contains the finest blend of 36 ingredients—some of the most nutritious land- and sea-based herbs, plus minerals, amino acids, fatty acids, chlorophyll, and bioflavonoids. This wide range of nutritionally-dense ingredients provides antioxidant health benefits. Available in capsules or powder to make a smoothie drink mix.

- Highly nutritious formula made from whole foods.
- Provides antioxidants for overall good health.

Stock no. 11042-8 (capsules)

~~\$25.00~~ retail \$22.50 retail

Stock no. 11694-5 (powder)

~~\$57.14~~ retail \$51.43 retail

GreenZone is a food supplement designed to provide natural whole foods in powder or capsule form. GreenZone provides balanced nutrition from carbohydrates, proteins, and fatty acids. This balance, plus its nutritional content, serves to provide antioxidants for the maintenance of good health.

## GreenZone 36 Ingredients

Spirulina powder  
 Amaranth powder  
 Lemon juice powder  
 Soy lecithin powder  
 Chlorella powder  
 Wheat grass powder  
 Alfalfa juice powder  
 Barley grass herb  
 Apple pectin  
 Lemon grass herb  
 Acerola cherry extract  
 Bee pollen powder  
 Spinach powder  
 Ginger rhizome  
 Astragalus root  
 Echinacea root  
 Milk thistle seed powder  
 Papaya fruit  
 Shiitake mushroom  
 Beet powder extract  
 Flaxseed powder  
 Stevia leaf powder  
 Orange bioflavonoids  
 Royal jelly  
 Rosemary leaf  
 Hawthorn berries  
 Elderberry extract  
 Red grape skin extract  
 Brown rice powder  
 Bladderwrack powder  
 Siberian ginseng root  
 Sodium copper chlorophyllin  
 Rhodenol root  
 Ginkgo biloba leaf concentrate  
 Polyphenol catechins  
 from green tea  
 Licorice root



## Colostrum: Nature's 'Perfect' Food



Bovine colostrum is known as a "universal donor." Humans are able to use it because its immune and growth factors, along with key immunoglobulins, are identical in molecular structure to those of humans.

- Provides immune system support.
- Source of essential amino acids for the maintenance of overall good health.

Stock no. 14935-1

~~\$38.30~~ retail \$34.47 retail

You Save  
\$3.83

## Nature's 'Perfect' Food

Excerpts from the book, *Peptide Immunotherapy, Colostrum: A Physician's Reference Guide* by Andrew Keech Ph.D.

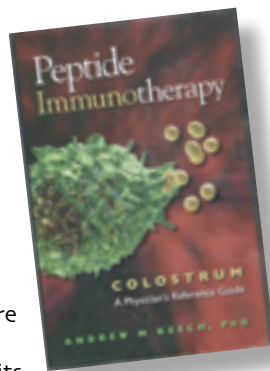
"Colostrum has been known for its healing abilities since earliest times, being mentioned in Egyptian hieroglyphic texts for its healing properties. Skin cells have receptors for growth hormone and IGF-I, showing that they have the ability to react directly to growth hormone stimulation. IGF-II, also found in colostrum, plays a similar role. Fibroblast growth factor (FGF) and epithelial growth factor (EGF), both found in colostrum, are important in healing skin wounds. Burns suppress the levels of IGF-I in the affected area, which explains why colostrum, with its high concentration of IGF-I, is excellent for burn recovery.

"The growth factors in colostrum also accelerate the healing of muscle, tendon and ligament injuries, such as are commonly experienced by athletes.

"Colostrum's growth factors stimulate regeneration and repair of muscle, bone, cartilage, skin, collagen and nerve tissues, as well as RNA and DNA. This not only means faster, more complete recovery from injury and illness. It is also how colostrum stimulates age-erasing effects."

"Studies are now showing significant gains in fitness with colostrum supplementation. A widely reported study in Australia found a 20 percent increase in strength, stamina and shortened recovery time for both soccer players and cyclists. Many body builders and fitness experts say colostrum works better than any other legal substance they ever experienced."

"Colostrum is the perfect food, combining all the crucial immune and growth factors in the exact synergistic combination necessary to promote life."



## Flax Hull Lignans Antioxidant Supplement



You Save  
\$5.86

Provides antioxidants for the maintenance of good health.

- Mechanical extraction process provides all 27 lignans found in the hull of flax seed.

Stock no. 13961-3

~~\$58.57~~ retail \$52.71 retail

# Quiz

## Could You Benefit From Better Nutrition?

Complete the quiz to see if your lifestyle is putting you at risk of a nutritional deficiency.

### Category One

- Do you frequently skip or miss meals?
- Is most of what you eat cooked food?
- Do you frequently eat processed, packaged, fast, or snack foods?
- Are you currently dieting or on a food-restrictive eating plan?
- Do you frequently "eat on the run"?
- Does your breakfast consist of a bagel (toast, box cereal) and a beverage (ie, coffee, tea, soft drink)?
- Do you regularly consume soft drinks?
- Do you regularly consume alcohol?
- Do you smoke or are in the presence of second-hand smoke?
- Are you noticing any of the following?:
  - General fatigue • Muscle weakness • Sagging, loose skin
  - Wrinkles • Premature graying of hair • Liver spots
  - Hair falling out

### Category Two

- Do you work in an urban location?
- Do you commute through congested traffic?
- Do you frequently battle illness or infections?
- Would you describe your life or your work as stressful?
- Do you perform strenuous exercise or work in a physically-demanding job?
- Do you experience frequent constipation and/or diarrhoea?

## What Does It Mean

If you scored more than 2 in Category One then you should make dietary improvements to increase your nutrition because you're at risk of developing nutrient deficiencies.

If you scored more than 4 in Category Two then you're probably placing yourself under increased demand physically and mentally. Nutrition is very important to your health under these conditions so you need to maintain healthy eating habits.



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)



Join us on FaceBook for  
even more product specials.



**10% OFF**

Select Herbs & Supplements

**Oct. 16th to Nov. 30th**

Campaign No. 7

**Nutritional Supplements**  
**Whole Foods**  
**Vitamins & Minerals**

Fall 2012 Campaign No. 7, Stock no. 15862-4 (50). For educational purposes only.