



## HAPPY NEW YEAR TO ALL OUR CUSTOMERS!

We, at Naturally Botanicals, have decided to use our January newsletter to bring you up to date on some changes that will be taking effect this month both in products and pricing, as well as addressing what have been some misinformed attacks on the dietary supplement industry in the fall of last year.

### PRODUCT CHANGES

We have to let you know that there have been price increases on our products. Usually, this is due to increases in the price of raw materials, but that is only a small factor this time. As you know, we are committed to providing only the highest quality, contaminate-free products to our customers. Product safety, quality and efficacy are always our goals. In order to ensure this, our products and all their ingredients must be extensively tested and manufactured in facilities that are GMP certified.

Not only is the FDA requiring more product and ingredient testing, but also the cost of completing these tests has doubled in the last year. So, while this means paying a little more for your supplements, we are sure that as an informed consumer you are aware that you are getting highest quality, most effective, superior products, which contain what the label says they contain and are contaminant-free. Additionally, packaging costs (such as shrink wrapping the bottles for your peace of mind) have also doubled in the past year. While we apologize for the necessary price increases, we are proud of all our efforts and procedures utilized to ensure the superior safety and quality of our products that we offer to you.

Our gift to you for the New Year is that although the new prices are supposed to be effective Jan 1<sup>st</sup>, we have decided to postpone raising them on our website until Feb 1<sup>st</sup>! This will give you time to order and stock up on the supplements you take at the old price, plus take advantage of this month's FREE Shipping offer.

### NAME CHANGES

We also have some product name changes (also due to FDA regulations regarding labeling)

- Arthritis Pain Relief | *New Name: "Total Pain Support"*
- Cholest Redux & Anti-Ox | *New Name: "Oxi-Redux"*
- Echinacea Plus Goldenseal | *New Name: "Attack"*
- Depress – X & Burned Out | *New Name: "Alive"*
- Diab Control | *New Name: "Clear Vision"*
- Gall Bladder Support | *New Name: "Lipozymes"*
- Spirulina | *New Name: "Green Complex"*
- Ultimate Vit/Min w/Iron | *discontinued*
- Ultimate Vit/Min | *New Name: "Ultimate Vita/Min Complete"*



### **MISLEADING MEDIA HEADLINES**

We also wanted to address the misleading media headlines last October regarding vitamins and supplements. TIME, USA Today, MSNBC, NPR, CTV, the LA Times and numerous other mainstream media outlets all ran various headlines claiming a study \*\*\* stated that vitamins might increase mortality in older women.

\*\*\* What the study actually reveals. The study is entitled "*Dietary Supplements and Mortality Rate in Older Women*" - *Arch Intern Med.* 2011;171(18):1625-1633

The study claims to have reviewed the vitamin and mineral supplement use in 38,772 older women by mailing them **3 surveys over 18 years**, asking them to recall what vitamins and minerals they were taking.

This is a "survey study" -- or what's commonly called an "observational study" -- which is notoriously inaccurate to begin with. As Dr. David Brownstein said in a groundbreaking *Info Wars Nightly News* interview, "This study says absolutely nothing about vitamins, if this study was done in reverse, where vitamins were shown to be effective; no journal would have printed this study because it was so poorly done."

We have a great article for you to read from the Editor in Chief of "Vitamin Retailer," regarding the authenticity of these "Headlines" in the media regarding the dangers of supplements. Here are a couple of excerpts:

*"When the October 10 Archives of Internal Medicine reported a study linking dietary supplement use to increased mortality in older women, every "news" outlet ravaged the opportunity like a brain-starved zombie - lay media couldn't wait to pick it up and throw in their own spin. The one story, in particular, that I'm sure sent a chill go up our readers' spines belonged to the Wall Street Journal: "Studies Suggest Case for Dietary Supplements is Collapsing."*

*"What I found interesting and disturbing about this whole event is how many groups regurgitated the first report on the study, but how little press was given to the experts and associations seeking to set the record straight by pointing out the flaws of the study that were mysteriously ignored or omitted from those articles. Or for that matter, how little press is ever given to studies showing the positive impact supplement usage affords consumers."*

*"Then how about an October 20th article by Mark Hyman, MD published on the Huffington Post? Shortly after the media blitz was burning full-blast, Dr. Hyman presented an outstanding article not only citing the flaws of the study used for all that media hype, but even explained why it was so easy for the media to misinterpret the study and, therefore, take it in the wrong direction. In addition, he shared ample examples of credible evidence supporting the use of nutritional supplements for the prevention of disease and the support of optimal health. I give tremendous credit to the Huffington Post for running this article and commend whole-heartedly Hyman's efforts to set the record straight, but am infuriated that not a single outlet that ran the outrageous headlines and stories just a few days before bothered to follow up with this."*



For the full article from the Editor in Chief, Kate Quackenbush, of "Vitamin Retailer" Click the link:

[http://www.nhiondemand.com/expertsperspectives/article.aspx?id=344&utm\\_source=NHI+OnDemand+Newsletter+List&utm\\_campaign=ae2da5213f-Experts\\_DeskSideScare\\_Jan03\\_2012&utm\\_medium=email](http://www.nhiondemand.com/expertsperspectives/article.aspx?id=344&utm_source=NHI+OnDemand+Newsletter+List&utm_campaign=ae2da5213f-Experts_DeskSideScare_Jan03_2012&utm_medium=email)

As users of supplements ourselves and having experienced the many benefits personally and professionally witnessed the health benefits in thousands of people, we wanted to be sure that no-one has been misled or discouraged from seeking health through nutritional and herbal formulas, which have been safely used for years by individuals and healthcare practitioners.

#### **JANUARY FOCUS | NATURAL IMMUNE SUPPORT**

So, the kids come home from school with a cold. Your coworker is sick with the flu. Just because you are exposed to a virus, doesn't mean you are going to get sick or catch a [cold or the flu](#). However, if your immune system is weakened or not running at its peak, then it is much easier for the viruses to have access, take hold and cause illness. Heading off to the doctor for antibiotic is of no help, as the common cold and the flu are caused by viruses and not bacteria, and antibiotics don't work on viruses.

The cold virus is the most common infectious disease in the United States. Being around people who are coughing and sneezing or walking around outside in the cold are not necessarily the ways in which we catch a cold. The cold virus stays alive for hours on inanimate objects, such as pens, door knobs, keyboards, etc. We catch a cold or get the flu when the virus gets past our compromised immune system and takes hold. We **catch a cold or get the flu due to a weakened immune system**, not just because we came in contact with someone who was sick. Common contributing factors to a weakened immune system:

- Eating too much sugar and too many grains
- Poor diet; not enough fruits and vegetables
- Not getting enough rest and sleep
- Emotional stressors in your life
- Any combination of the above.

**There are some surprisingly simple and natural things you can do to help reduce your risk:**

#### **Reduce your sugar intake**

Sugar is particularly stressful to the immune system. Fruit juices, which are loaded with sugar, should be avoided. Substituting with sugar-free is not a healthy replacement. The body can't process these chemicals. Artificial sugar substitutes are not only very harmful to the immune system, but also harmful to the organs and the body in general. Natural sweeteners, such as stevia and agave make great alternatives.

#### **Adjust your diet**

As mentioned above, avoid sugar, artificial sweeteners or processed foods. Increase your intake of whole fruits, vegetables and Superfoods which are loaded with food based vitamins, minerals and antioxidants offering natural immune boosting properties. Try adding more [garlic](#) and [mushrooms](#) (reishi, shiitake, and maitake) to your diet. Mushrooms contain beta glucans and beta glucans have natural immune enhancing properties. Also, increase herbs and spices, such as turmeric (curcumin), oregano, cinnamon, and cloves which have high ORAC scores and are known to support the immune system. Fermented foods (raw kefir, kimchee, miso, pickles, and



sauerkraut) are rich in probiotics (friendly bacteria). Scientific research shows that 80% of your immune system resides inside your digestive tract, so eating probiotic-rich foods, or taking a high-quality probiotic, will help support your [immune system health](#).

### **Restful & Restorative Sleep**

Your immune system operates most effectively when your body is well rested. Although, our busy lifestyles dictate otherwise, research indicates that the body requires a minimum of eight hours of [deep sleep](#) each night. It is during this deep sleep phase that the body restores itself, hence the term “restorative sleep.” Make sure you are getting enough deep, restful, restorative sleep. The more rest and sleep your body gets the faster your body will recover.

### **Regular, Moderate Exercise**

Regular exercise is known to increase the body’s resistance to illness. There is evidence that regular, moderate exercise can reduce your risk for respiratory illness by boosting your immune system. In fact, one study found that people who exercised regularly (five or more days a week) cut their risk of having a cold by close to 50%. And, in the event they did catch a cold, their symptoms were much less severe than among those who did not exercise. Be mindful not to over exercise when you are sick. This puts additional and unnecessary strain on the body’s immune system.

### **Emotional Stressors**

The demands and the effects of the modern day busy lifestyle are not always favorable and most definitely put undue stress on the body and its immune system. Find ways to remove or minimize these stressors. Develop healthful living habits. Schedule a few minutes of personal quiet time each day. Many people have found [stress-relieving](#) benefits from meditating.

### **Supplements**

- **Vitamin C** is a well known as a very potent antioxidant.
- **Citrus Bioflavonoids** enhance the absorption of Vitamin C helping fight harmful pathogens.
- **Rose Hips** are one of the best sources of Vitamin C, which boost the body's immune system.
- **Propolis** is a bee resin and one of the most powerful broad-spectrum antimicrobials.
- **Zinc** is a well known immune boosting mineral.
- **Herbs** –many herbs have been used with proven immune boosting and antimicrobial results.

[Co-Resist](#) | [Echinacea](#) | [Immu Guard](#) | [Immune Response Pack](#) | [Viral Aid](#) | [ZNAC](#)

[Click here to check out all our natural immune support formulas](#)