



## BLOOD PRESSURE Take Care™

Protection for Men and Women\*

Maintains:

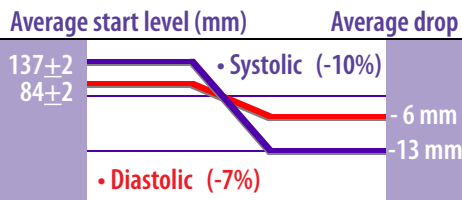
- Healthy blood pressure levels already in the normal range through multiple pathways\*
- Healthy HDL levels already in the normal range by safely modulating ACE and eNOS enzymes\*

Healthy blood pressure is vital for maintaining a healthy cardiovascular system. Other natural supplements are available, but they may affect a single pathway; possibly limiting their efficacy because blood pressure needs to be maintained by balancing multiple mechanisms. For the first time, **New Chapter**® delivers a safe, effective, and clinically

studied all-natural extract and combines it with additional natural cardiosupportives for optimal blood pressure-balancing effects.\*

**Blood Pressure Take Care** targets multiple pathways to safely maintain blood pressure already within normal levels.\* Unlike any other grapeseed extract, our patented method of chemical-free solvent extraction allows optimal activity and clinically studied effects. Basic research also reveals that the ACE modulating tri-peptides in our vegetable-based fermentation from *Bifidobacteria* and *Lactobacillus* species provide a modulating effect on CETP, a key blood factor in maintaining healthy HDL cholesterol levels.\*

### Observed Drop in Blood Pressure in Adults Taking 150 mg of Patent Pending Extract of MegaNatural®-BP™ Proprietary Grape Extract.



In a study conducted in 2006, at the University of California, Davis, researchers observed a 13 mm drop in systolic and a 6 mm drop in diastolic blood pressure in adults taking 150 mg of MegaNatural®-BP™ Proprietary Grape Extract over a 4 week period of time.\*

### TURMERICFORCE

- Maintains healthy cardiovascular function\*

### CoQ10+ FOOD COMPLEX

- Human clinical trial shows superior antioxidant and cardiovascular protection\*

### CINNAMONFORCE

- Helps maintain blood sugar already in the normal range\*

### LYCOPOM

- Lycopene and pomegranate to support and promote cardiovascular health\*

### BLOOD PRESSURE Take Care

- Maintains healthy blood pressure levels already in the normal range through multiple pathways\*



\* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

As part of the **New Chapter**® 'Purple Loves Green' commitment, we proudly work with recycled, recyclable, and ecologically sensitive materials:

ENVIRONMENTAL BENEFITS STATEMENT				
New Chapter saved the following resources using New Leaf Opaque 100 (east) made with 100% post-consumer waste and processed chlorine free. New Leaf Opaque 100 is a designated Recycled Content Forest Friendly, certified FSC, and manufactured using 100% bio-based energy.				
trees	water	energy	solid waste	greenhouse gases
1,200 fully grown	515,355 gallons	863 million BTUs	57,629 pounds	112,406 pounds
Calculations based on research by Environmental Defense and other members of the Paper Task Force.				
©2006 New Leaf Paper www.newleafpaper.com		ANCIENT FOREST FRIENDLY BIOGAS ENERGY		

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NC01

NEWCHAPTER®

## How Healthy Is Your Heart?



MAINTAIN:

- ✓ Healthy Cardiovascular Function\*
- ✓ Healthy Cholesterol\*
- ✓ Healthy Blood Pressure\*



## CINNAMONFORCE™

### Blood Sugar Balance\*

- Helps maintain blood sugar already in normal range\*
- Promotes normal blood lipid profiles already in the normal range\*

Research from numerous prestigious institutions suggests that cinnamon, an ancient spice, possesses a unique power – it assists the body’s conversion of sugar into energy and has the ability to lower cholesterol and potentially reverse the course of obesity.\* **New Chapter**® is proud to be the first company in the world to introduce a high potency, dual extract of the two species of cinnamon, maximizing this botanical’s precious elements. As part of your daily diet and energy program, **New Chapter’s Cinnamonforce** helps you maintain blood sugar levels already in the normal range, and promotes healthy weight management by helping glucose do its primary work – creating immediate cellular energy – rather than storing potential energy as fat.\*

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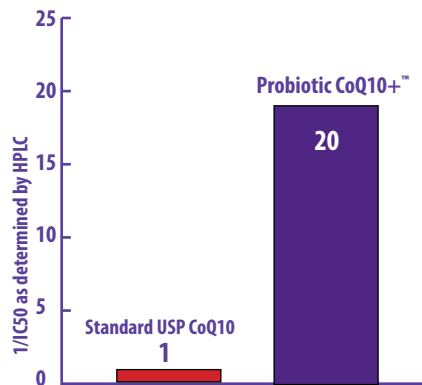
## CoQ10+ FOOD COMPLEX™

### Cellular Energy

- Human Clinical Trial shows superior antioxidant/cardiovascular protection\*

While Coenzyme Q10 is widely recognized for its ability to enhance cellular energy, research on important antioxidant nutrients has demonstrated that only when the nutrient is in the form of food will it deliver its full wisdom to support health. **CoQ10+ Food Complex** brings Coenzyme Q10 to a new paradigm in wholesomeness and efficacy through the time-tested art of a proprietary dual stage of fermentation. Offered in a safe and sound potency, **CoQ10+Food Complex** enhances cellular energy the way nature intended.\*

**In Vitro Comparison of Antioxidant Quality Relative to CoQ10 after 6 hours of oxidation**



Above: On April 28, 2000, a Heart Atherosclerotic Model (HAM) analysis was performed by Dr. Joseph Vinson at the University of Scranton, which has shown that Probiotic CoQ10+™ had in this test **20 times more antioxidant activity** than standard USP CoQ10.



## TURMERICFORCE™

### Maintains Healthy Cardiovascular Function\*

- Researched for maintaining healthy inflammation response\*
- World’s most important healing herb

**New Chapter**® has been in love with turmeric for decades. We grow it on our organic, Biodynamic® farm† in Costa Rica, which is nestled in the volcanic mountains adjoining the Children’s Eternal Rainforest. Turmeric has long been revered as the foundation of an herbal program for health. In India’s system of Ayurvedic medicine, turmeric has been recognized as a key balancing and detoxifying herb for thousands of years. In Indonesia’s traditional medical system known as Jamu, turmeric is considered the “Queen” of all herbs, and is the featured daily herb for tens of millions of Indonesians. In the Western medical and herbal traditions, turmeric is considered by many leading scholars to be the most important healing herb on earth. \*

We at **New Chapter** agree, and we are proud that **Turmericforce** is the world’s first and only supercritical full-spectrum turmeric extract. We take our turmeric, and without chemical solvents or heat stress, concentrate radiant turmeric oils as much as 200:1. This is combined with a full-spectrum ethanolic extract that potency assures it for at least 11% of the full curcuminoid fractions. This is not a mere isolate of standardized turmeric, offering just one or more of the curcuminoids. This is turmeric’s full healing glory.\*

†Certified Biodynamic® by Demeter Association, PO Box 1390, Philomath, OR, 97370

\*Certified Organic by International Certification Services, Inc., Medina, ND, USA



## LYCOPOM™

### Cell Protection for Multiple Organ Systems\*

- Delivering the wisdom of lycopene and pomegranate to support and promote cardiovascular health\*

**Lycopom** delivers a combination of nature’s most protective nutrients featuring a novel blend of pomegranate and lycopene-containing herbal extracts.

Among the class of protective compounds called carotenoids, lycopene stands as the most brilliant. More than 35 scientific studies have shown lycopene’s cell protective effects on multiple organ systems.\* **New Chapter**® delivers lycopene as part of a symphony of nutrients, a blend of supercritically extracted lycopene-rich herbals - like Rosehips, Turmeric, and Sea Buckthorn - and a proprietary tomato extract free of ethyl acetate.

**New Chapter’s** pomegranate extract **Pomeforce**™ is derived from the whole fruit, carefully grown without the use of pesticides, and delivers a consistent and broad spectrum of protective compounds, including ellagic acid and the important class of compounds called punicalagins. **Pomeforce** is reported in research to be five times more potent than vitamin E. Each capsule of **Lycopom** remarkably offers the essential constituents of one serving of tomatoes and fifteen whole pomegranates.