



NEW SCIENCE!

BLOOD PRESSURE *take care*

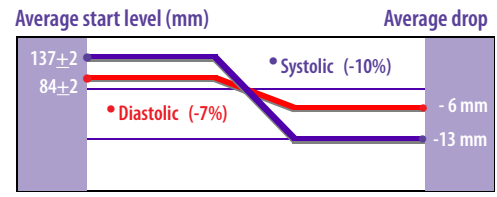
Protection for Men and Women*

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

Healthy blood pressure is vital for maintaining 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.*

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.* Additionally, extracts of hawthorn and motherwort deliver the time-tested benefits of nature's most revered herbals for maintaining healthy heart rhythm and vitality.*

Observed Drop in Blood Pressure in Adults taking patent pending 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.*

“Cardiovascular disease remains the number one killer of both men and women in the U.S. For years we’ve known that the three major risk factors are elevated cholesterol levels, cigarette smoking, and high blood pressure. But the newest data and recently revised guidelines show that blood pressure (BP) numbers should be much lower than we previously thought and that even what used to be termed normal to high-normal signals future hypertension. Many in the medical community believe that the increased attention that doctors will now pay to blood pressure will result in more prescriptions for anti-hypertensive, blood pressure-lowering, drugs. And many doctors will, indeed, be quick to reach for the prescription pad. But those drugs all have the potential for mild to serious side effects including lack of energy, dizziness, frequent urination, cough, and sexual dysfunction. Fortunately, the latest research shows us that we can, perhaps with the exception of severe cases of dangerous hypertension, control this risk factor naturally through reasonable lifestyle modifications and the use of some newly developed supplements clinically proven to be both safe and effective.”

—Robert E. Kowalski, Author, *The Blood Pressure Cure*



STRESS *Take Care*

- Strengthens cardiovascular, adrenal, and immune system response to stress*

SINUS *Take Care*

- Optimizes wellness through dozens of immunoactive botanical pathways*

MOOD *Take Care*

- Promotes balanced brain chemistry for positive emotional health*

BLOOD PRESSURE *Take Care*

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

HEADACHE *Take Care*

- Supports normal cerebrovascular blood flow*

* 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 designated Ancient Forest Friendly, certified FSC, and manufactured with 100% recycled paper.				
trees fully grown	water gallons	CO ₂ e million BTUs	solid waste pounds	greenhouse gases pounds
1,200	515,355	863	57,629	112,406
Calculations based on research by Environmental Defense and other members of the Paper Task Force.				
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NEWCHAPTER®

It's time to...
take care



...of your health!



HEADACHE *take care*™

For Keeping Headaches at Bay*

- Supports normal cerebrovascular blood flow*
- Contains parthenolides of feverfew; best studied for relief of headache discomfort

New Chapter's Headache Take Care provides a potent and effective herbal solution for occasional minor headaches associated with the normal stresses of life.* Scientific research has clearly identified that the parthenolides within the feverfew flower have singular value in providing headache relief.* **New Chapter's** exclusive supercritical CO₂ extraction creates a uniquely high potency and stable parthenolide content enhanced with an array of nature's best recognized and synergistic herbs to promote comfort and release from the occasional headache.*

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MOOD *take care*™

Upliftment for Men and Women*

- Promotes balanced brain chemistry for positive emotional health*
- Modulates serotonin*

St. John's Wort is widely recognized for its ability to safely and naturally support positive emotional health.* Extracts of the medicinal plant St. John's Wort have been reported to exert antidepressant, anxiolytic, and cognitive effects.* Active constituents such as hypericins and hyperforin play important roles in its pharmacological activity. But the magnitude of effects observed is consistently higher in groups treated with supercritical (CO₂) extracts of this flower than conventional ethanolic extracts.

Mood Take Care provides the finest available supercritical extract of St. John's Wort and its potency assured for hyperforin and hypericins. Enjoy the fullest spectrum of St. John's Wort and uplift!



STRESS *take care*™

For Mastering Everyday Stress*

- Strengthens cardiovascular, adrenal, and immune system response to stress*
- Modulates cortisol and its effect on stress*

Up to 90% of doctor visits in the US are stress related, according to U.S. Centers for Disease Control. National Institutes of Health adds that chronic stress may shorten life expectancy up to 20 years. Chronically high cortisol from stress disrupts endocrine, gastro-intestinal, immune, and neurological systems. Regardless of whether we feel stress or not, conscientiously managing our stress response, every day, positively impacts every organ and system in our bodies. *Curcuma xanthorrhiza*, a key ingredient in **Stress Take Care**, has been shown to alleviate symptoms associated with stress.* The combination of 9 traditional herbals and powerful adaptogens strengthen body systems that can be damaged by stress.*

The herbs in **Stress Take Care** have been used for millennia by women and men under stress, to prepare them for the ultimate challenge – to create a dignified life well lived. With confidence in the power of these herbs, and with pride in their potency and purity, we offer to you the wisdom of **Stress Take Care**.



SINUS *take care*™

For Keeping Your Sinuses Clear*

- Optimizes wellness through dozens of immunoactive botanical pathways*
- Employs supercritical extraction for natural relief from symptoms*

Under most circumstances, our immune systems are able to fight off pathogens and keep us feeling fine, but from time to time, such as in cold and flu season, we come under more severe assault. Certain herbs are traditionally respected and scientifically studied to enhance our immune systems and strengthen our resistance.

New Chapter® has extensively researched the herbal pharmacopoeia and international medical databases and discovered that the time-tested herbs in

Sinus Take Care, properly extracted and blended in the correct proportions, contain multiple immune stimulating constituents.*