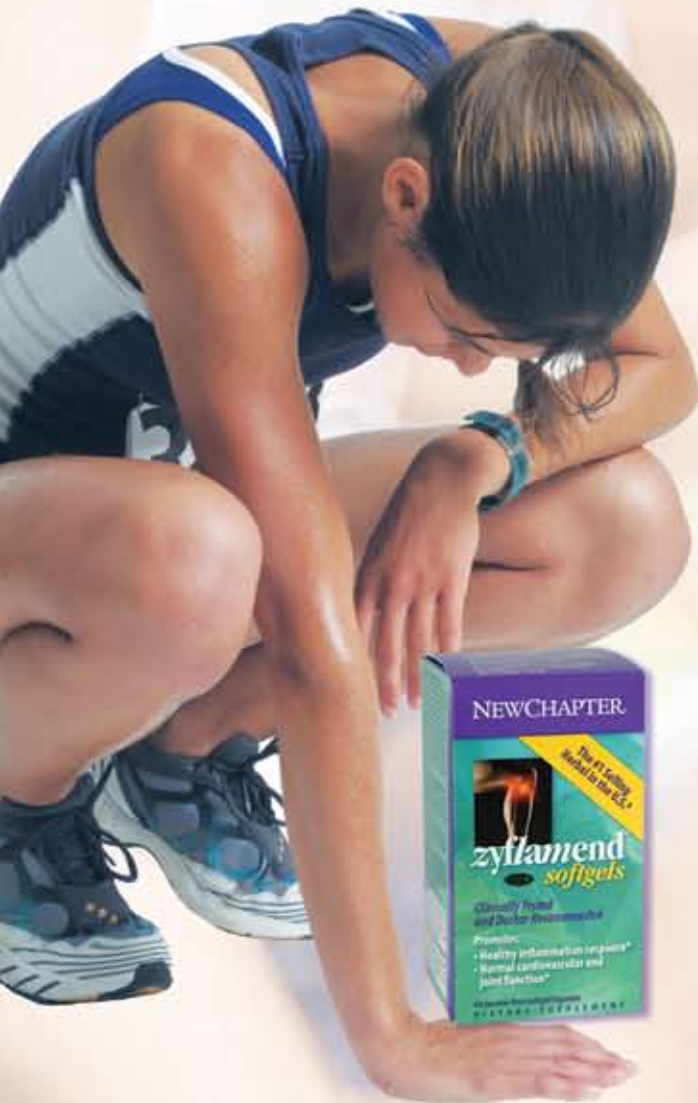


... How's your neck?

... How's your back?

... How are your knees?

How are you responding
... to inflammation?



The #1-Selling[†] Herbal Response for Inflammation

Training and Inflammation

Most athletes know all too well the double-edged sword of post-exercise inflammation. Inflammation is a general immune response to injury in the body that can be triggered by over-training. It ultimately works to mend and strengthen muscles, making them more adaptable to more intense levels of activity, but if post-exercise inflammation is not modulated, it may become chronic, compromising recovery from workouts and increasing risk for more serious over-use injuries.

While it is not desirable to turn off inflammation completely, helping the body mount a healthy, time-appropriate and intensity-appropriate inflammation response is essential to building strength and endurance. Moreover, researchers know now that a healthy inflammation response is important for maintaining the health of virtually every system in the body, including the cardiovascular, immune, digestive, and central nervous system.

What is Zyflamend?

New Chapter's Zyflamend[®] is a unique patented herbal formula representing a scientific breakthrough in the maintenance of a healthy inflammation response.* It contains a concentrated blend of ten tonic herbs that have been part of the human diet for thousands of years, including ginger, turmeric, rosemary, green tea, and oregano.

Both professional and amateur athletes across the country rely on **Zyflamend** to support their body's response to inflammation, allowing them to train harder and recover faster.*

* 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.



BERRY GREEN

- 20 organic superfoods to awaken your energy and vitality

CORDYCEPS

- World's most researched mushroom for increasing endurance*

UNBOUNDED ENERGY

- 7 natural energy sources for maximizing energy

ZYFLAMEND

- The #1 selling[†] herbal response for inflammation

[†] According to the September 2006 SPINS Data

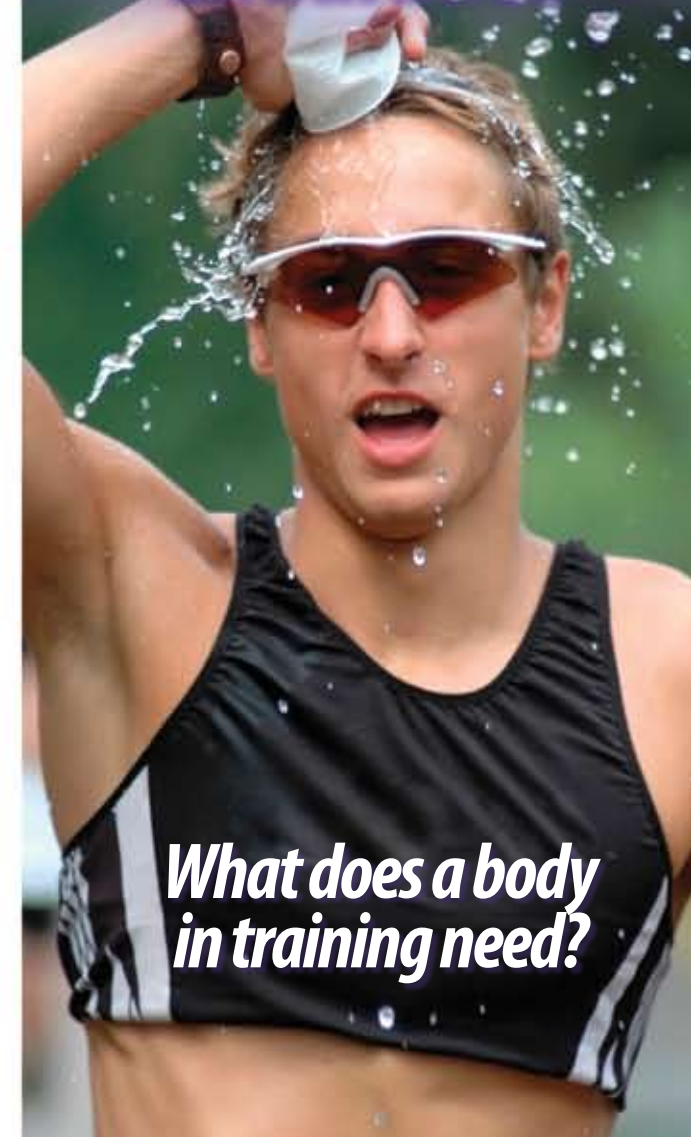
As part of the **New Chapter 'Purple Loves Green'** commitment, we proudly work with recycled, recyclable, and ecologically sensitive materials:

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 is a FSC Certified Ancient Forest Friendly, certified FSC, and made using 100% recycled energy.					
NEW LEAF PAPER™	trees	water	energy	soil waste	greenhouse gases
	1,200 fully grown	515,255 gallons	863 million BTUs	7,629 pounds	112,406 pounds
<small>Calculations based on research by Environmental Defense and other members of the Paper Task Force.</small>					

Formulated and distributed by
NEW CHAPTER, INC.
90 TECHNOLOGY DRIVE, BRATTLEBORO, VT 05301
www.newchapter.com

NEWCHAPTER[®]

Training for Power & Endurance



What does a body in training need?

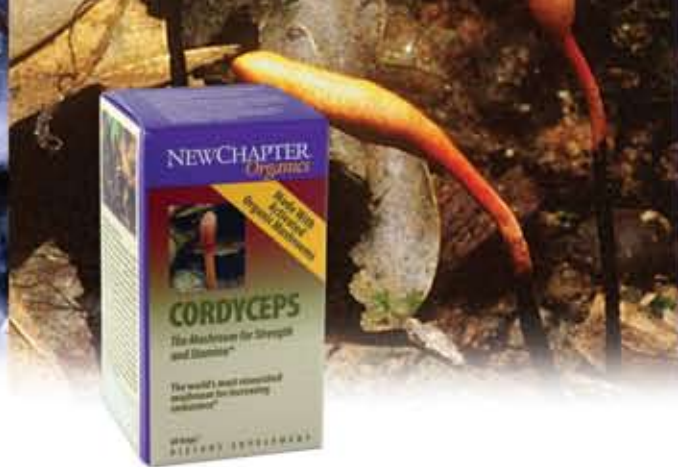


Spark Vitality - Berry Green[®]

The National Academy of Sciences advises that a wholesome variety of greens and fruits is required by adults every day to maintain optimum health. For individuals who are training for power and endurance, the requirement is even greater. Exercise and training increases the production of free radicals which can damage muscles and slow recovery if not neutralized by antioxidants. Research has shown that organically grown fruits and vegetables, such as spinach and blueberries, contain the highest levels of some of the most powerful antioxidants found in nature. In addition to antioxidants, fruits and vegetables provide a wide array of vitamins and minerals necessary to spark energy metabolism and optimize athletic performance. Moreover, phytochemicals present in fruits and vegetables, especially those of the cruciferous variety, help rid the body of toxins which can slow metabolism.

New Chapter's Berry Green provides 20 of nature's most impressive fruits, vegetables, herbs and grains, all organically grown to optimize nutrient profiles and reduce exposure to toxins. They are freeze-dried in a low temperature and low oxygen environment, a process which gently removes water from the foods and nothing else. And, fifteen of these "power foods" are cultured with ten strains of friendly flora (1 billion organisms per serving) to help support digestive health and keep your immune system strong during training season and beyond.*

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



Increase Endurance* - Cordyceps

At least 1,500 years ago, Tibetan herders observed that yaks would eat Cordyceps and then frolic with great energy and "passion." This encouraged the herders to experience the power of **Cordyceps**—the world's most researched mushroom for increasing endurance—which has led to its use by millions of people over the ages.

This mushroom has made international sports headlines. At the Chinese National Games in 1993, a team of nine Chinese women runners shattered 9 world records, breaking the record for the 10,000 meter run by an unprecedented 42 seconds. They gave credit to their intense training regimen and the use of Cordyceps (Steinkraus 1994; Pegler et al. 1994).

Hiyoshi et al., (1996) conducted a limited study on the use of *Cordyceps* . . . "on long distance runners, resulting in significant improvement in 71% of the subjects, due, in part, to increased respiratory activity and the metabolism of lactic acid 1."

Recently, a marathon runner reported that he was able to cut 25 minutes off his time in the Boston Marathon using **Cordyceps**, placing him in the top ten.

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Maximize Energy - Unbounded Energy[™]

When training and competing, a constant supply of energy is required to activate mental willpower and determination and to prevent physical exhaustion. **Unbounded Energy** is a unique whole-food multi-vitamin formulation which supplies the body with dynamic energies from seven natural sources: organic vitamins and minerals, mushrooms, fruits, berries, roots, barks, and botanicals. Probiotically culturing these energy sources optimizes their bioavailability and improves cellular utilization. It's a difference your mind and body will feel.

Traditional use and research suggests that the following seven energy sources¹ featured in **Unbounded Energy** help build strength, increase stamina, improve circulation, prevent exhaustion, support cardiovascular health, optimize metabolism, and protect cells from free-radical damage.*

ORGANIC PROBIOTIC VITAMINS¹ & MINERALS²

22 of the most active and bioavailable nutrients

ORGANIC EXTRACTS OF FRUITS AND BERRIES³

Schizandra, Jujube, Blueberries, and Cayenne

ORGANIC HERBAL EXTRACTS⁴

Gotu Kola, Green Tea, and Spinach

ORGANIC ROOT AND BARK EXTRACTS⁵

Turmeric, Ginger, Rhodiola, Astragalus, Korean Panax, American Ginseng, Eleuthero, and Maca

ORGANIC TONIC MUSHROOMS⁶

Reishi and Cordyceps

ORGANIC FLOWER EXTRACTS⁷

Indian Pink, Morning Glory, Penstemon, Self-Heal, and Zinnia

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Respond to Inflammation - Zyflamend[®]

- **Ten tonic herbs** expertly blended by world-renowned herbalist, Paul Schulick, for everyday preventative support.
- **University research** confirms inflammation modulation and broad-spectrum activity.*
- **Promotes cardiovascular health** and supports a healthy gastrointestinal tract.*
- **Dual-extracts of Zyflamend's** herbs provide the broadest spectrum of both fat and water soluble herbal constituents, **maximizing therapeutic effect.**

