



Active Herbs In Zyflamend[®]



HOLY BASIL (*Ocimum sanctum*) Revered for thousands of years as "Tulsi" or "The Incomparable One," Holy Basil was traditionally used to promote a positive stress response and to elevate the spirit. Today, a major U.S. university found that Holy Basil contains at least six phytonutrients that can powerfully promote a healthy inflammation response.*



TURMERIC (*Curcuma longa*) Modern research conducted at dozens of U.S. universities is beginning to help explain why turmeric has been so appreciated throughout time. Turmeric contains a group of molecules called *curcuminoids* that are synergistic with green tea and have the profound ability to be cell protective and to promote a healthy inflammation response.* While some researchers believe curcuminoids are responsible for turmeric's life-supportive effects, other fat soluble phytonutrients called *turmerones* also play a crucial role in making this plant the Western world's most important herb for cardiovascular health and maintaining DNA integrity.*



GINGER (*Zingiber officinale*) Revered in ancient medical systems, ginger was referred to as *vishwabhesaj* or the universal medicine. Modern international research shows that ginger contains multiple fat and water soluble phytonutrients that beneficially modulate inflammation.*

Ginger also contains numerous anti-aging constituents that benefit the nervous and cardiovascular systems.*



GREEN TEA (*Camellia sinensis*) Clinical trials now show that tea consumption consistently leads to a significant increase in the antioxidant or free-radical scavenging capacity of the blood. Proceedings of the U.S. National Academy of Sciences and a major university database note that green tea contains dozens of constituents in addition to its well known molecule EGCG that can exert a beneficial effect on promoting a healthy inflammation response.*



ROSEMARY (*Rosmarinus officinalis*) Researchers at major U.S. universities have subjected the culinary herb to the rigors of modern science and discovered it possesses some of the most effective free-radical scavenging or anti-aging constituents known in nature.* In particular, the constituent *arnosol* has been shown to promote normal cell growth and a healthy inflammation response.*



HU ZHANG (*Polygonum cuspidatum*) In traditional healing systems, Hu zhang was used to treat a wide range of imbalances, including those challenging the skin, immune, and cardiovascular systems.* Today one of the most exciting botanical research projects at major U.S. universities is the focus on Hu zhang's most celebrated phytonutrient called *resveratrol*. It is the same molecule that is believed to be responsible for the beneficial cardiovascular and positive inflammation-modulating effects of red wine.* With each daily serving of **Zyflamend**, there is an approximate equivalent of six glasses of resveratrol-rich wine.



BARBERRY (*Berberis vulgaris*) and **CHINESE GOLDTHREAD** (*Coptis chinensis*) Chinese goldthread has been used in Chinese herbal medicine for thousands of years to "dispel heat" and support digestive and immune functions.* Native Americans also used it to dispel heat or fever and heal digestive imbalances.* What both plants have in common is the impressive phytonutrient called *berberine*. Research in Asia demonstrates that this constituent of both plants can help promote a healthy inflammation response.*



OREGANO (*Origanum vulgare*) Famous healers and scholars from ancient Greece and Rome such as Hippocrates and Pliny regarded oregano as a valuable healing plant for digestive and respiratory imbalances.* According to a USDA database, oregano is a source of large number of phytonutrients (31) to beneficially modulate inflammation.*



BAIKAL SKULLCAP (*Scutellaria baicalensis*) In traditional Chinese medicine, baikal skullcap was used to counter toxicity and to normalize temperature.* Today it is known that baikal skullcap contains precious phytonutrients called *baicalein* and *wogonin* which can help restore balance to a healthy inflammation response.* Baikal skullcap has an added benefit to offer, namely its well known soothing properties excellent for promoting a good night's rest.*

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

Supercritical Whole Herb Extraction

New Chapter believes that the healing wisdom of nature comes from the synergy within the interaction of ALL natural constituents in the whole herb, not from one isolated part.

To preserve the concentrated healing synergy of the whole herb, **New Chapter** uses an innovative herbal extraction technology which uses natural carbon dioxide gas collected from the Eiffel mountains. Under a "super critical" amount of pressure, the process creates a CO₂ fluid that permeates all active lipophilic constituents and draws them out of the whole herb in their natural ratios, without high heat or toxic chemicals.

SUPER PURE

- No heat
- No toxic chemical solvents
- No environmentally harmful runoff

SUPER POTENT

CO₂ extracts concentrate whole herbs up to 250X

BROAD SPECTRUM

Extremely broad representation of the herb's most precious lipophilic constituents preserving the whole herb's synergistic benefits

Read the Research . . .

- **Columbia University Research**
www.new-chapter.com/media/article/zyflamend_katz.html
- **The Cleveland Clinic Research**
www.new-chapter.com/media/article/golubic_abstract.html
- **The M.D. Andersen Cancer Center Research**
www.landesbioscience.com/journals/cbt/abstract.php?id=3624

† According to the 2006 Spins Data

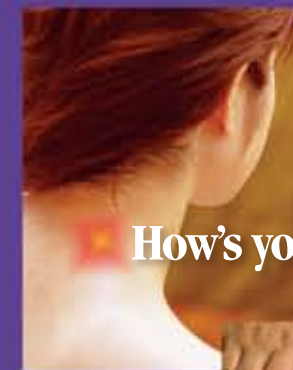
As part of the **New Chapter 'Purple Loves Green'** commitment, we proudly work with recycled, recyclable, and ecologically sensitive materials:

ENVIRONMENTAL BENEFITS STATEMENT				
NEW LEAF PAPER™				
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.				
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NEW CHAPTER, INC.
90 TECHNOLOGY DRIVE, BRATTLEBORO, VT 05301
www.newchapter.com

zyflamend[®]

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



How's your neck . . .



How's your back . . .



. . . How
are you
responding
to inflammation?



How are you responding to inflammation?

Inflammation Health

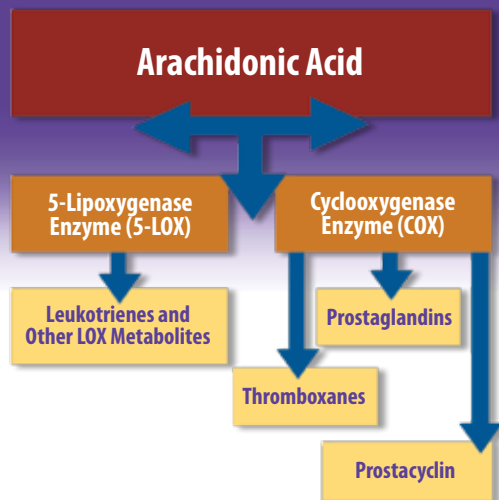
The health of our major body systems — joint, cardiovascular, immune, blood sugar metabolism, cell health and even brain — is vitally connected to a healthy inflammation response.

Zyflamend® is the Researched Herbal Strategy

New Chapter's unique patented herbal formula, **Zyflamend**, represents a scientific breakthrough in the maintenance of a healthy inflammation response.* Recent research studies suggest daily **Zyflamend** supplementation may be an effective strategy to modulate inflammation and promote healthy joint function, normal cell growth, and healthy heart function.*

What is Zyflamend?

Zyflamend is a combination of ten herbs used for thousands of years by millions of people to promote health and longevity.* The herbs have been extracted and formulated to maximize their effectiveness and to contain active levels of dozens of key constituents that science has recognized to promote a healthy inflammation response.*



What is Inflammation?

The story of inflammation is incredibly complex and rapidly evolving. It begins with arachidonic acid, an Omega 6 fatty acid obtained from consumption of a variety of vegetable oils and animal fats, especially from corn-fed beef. While a certain amount of Omega 6 fats are required for health, an imbalance of Omega 6 fats relative to Omega 3 fats (obtained from high quality nuts, seeds, and fish oil) has been shown to promote inflammation.*

We now know that there are at least two enzyme pathways, namely **COX** and **LOX**, which can convert arachidonic acid into potent inflammatory signals. The inflammatory activity of COX and LOX is influenced by multiple factors including gene activators, dietary fat, stress, oxidative free radicals, high blood sugar, environmental toxins, and aging.



The Researched Solution

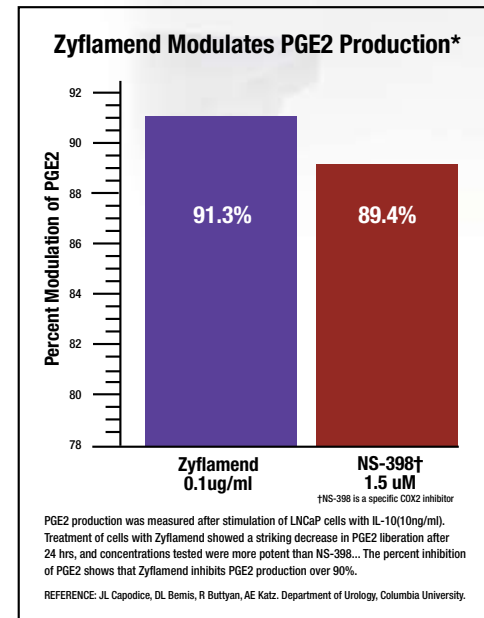
Zyflamend is the subject of ongoing research at some of the most prestigious research centers in the world including:

- **Columbia University**
- **The Cleveland Clinic**
- **The M.D. Anderson Cancer Center**



Pioneering our understanding of **Zyflamend's** effect on cell growth is Dr. Aaron Katz, head of Holistic Urology at Columbia University. Research presented at the Society for Integrative Oncology 1st Annual Convention

demonstrated that **Zyflamend** may support normal prostate cell growth.* He and his team of researchers are now conducting an exciting human clinical trial to test this effect in men.



Zyflamend® contains hundreds of multi-tasking constituents from the world's most researched and important botanicals shown to modulate a wide spectrum of inflammatory pathways!*

Considering Safety...

Broad-Spectrum Modulation

Research at Columbia University, the Cleveland Clinic, and M.D. Anderson Cancer Center has demonstrated that **Zyflamend®** is a non-specific multi-tasking inflammation modulator.* While Columbia has demonstrated that **Zyflamend** modulates COX-2 activity, effectively modulating the production of the inflammatory signal PGE2, we know from a body of herbal research that the broad base of active herbal constituents in **Zyflamend** delivers a balanced and proportionally safe effect on all related inflammatory pathways.*

What Makes Zyflamend® Unique?

- **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**.*
- **Recommended by leading experts** to safely promote a **healthy inflammation response** and **maintain normal cell growth**.*
- **Dual-extracts (both supercritical and hydroethanolic extracts)** of **Zyflamend's** herbs provide the **broadest spectrum** of both fat and water soluble herbal constituents, maximizing synergies and therapeutic effect.*

New Chapter® sells Zyflamend only as a dietary supplement, not as a drug product. Zyflamend is not promoted by New Chapter as a product for the prevention, treatment, mitigation, or cure of breast cancer, prostate cancer, or any other specific disease or class of diseases. As with any dietary or herbal supplement, you should advise your health care practitioner of the use of this product. If you are nursing, pregnant, or considering pregnancy, you should consult your health care practitioner prior to using this product.

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