



New NOW® Product Launches

May/June 2017

marva ward cnp

■ SUPPLEMENTS

■ SPORTS

■ REAL FOODS

■ ESSENTIAL OILS

■ PERSONAL CARE



New NOW® Product Launches – March/April

L-Theanine 100mg Chewable

Biotin 10,000mcg Capsules

Helichrysum 10% in Jojoba

Castor Oil 118ml

Citric Acid 454gm



NOW® L-Theanine 100mg Chewable 90s



- **Health Claim:** Helps to temporarily promote relaxation
- **Ingredients: Each Table Contains**
 - L-Theanine....100 mg
 - Inositol.....100 mg
 - Taurine.....100 mg
- **Ideal Users:** Those looking for a natural relaxation formula with reduced side effects
- Vegetarian/Vegan
- **Adult Dosage:** Chew 1 tablet, twice daily
- NOW80144



L-Theanine

- Amino Acid found in green tea
- Mood anxiety and stress support
 - **blocks Glutamate** by binding to same receptors
inhibitory effect – CALMING
 - stimulates production of **GABA**, adding to its calming, anti-anxiety effects
- Vascular Support
 - clinical studies – prevents abrupt rise in blood pressure - stress related

Yoto A, Motoki M, Murao S, et al. Effects of L-theanine or caffeine intake on changes in blood pressure under physical and psychological stresses. J Physiol Anthropol. 2012;31:28



NOW® L-Theanine - Additional Ingredients

Inositol

- B vitamin family
- Supports brain & liver health
- Involved in mood regulation & nerve signaling
- Supports GABA production

Taurine

- Amino Acid
- Support GABA production
- Calming support

SUMMARY – NOW® L-Theanine 100mg Chewable 90s

Claim: Helps to temporarily promote relaxation



Feature	Benefit
Chewable format	Ease of use, appeals to larger demographic
Three mood support nutrients, in one chewable format	May be more effective than stand alone L-Theanine supplement
Unique combination	Promotes interest and sales

Code: NOW80144
 UPC: 733739801449
 Size: 90 tabs
 Category: **Amino Acid**
 Days Supply: 45

Why carry this product?:

- Enhanced with Taurine and Inositol
- Unique combination in chewable format
- **Exclusive Health Food brand - Builds sales and consumer loyalty**





NOW® Biotin 10,000mcg – 120 Vcapsules



- **Health Claim:** Promotes healthy nails. Helps prevent biotin deficiency
- **Ingredients:** 10,000 mcg (10 gm) per Vcap
- **Adult Dosage:** 1 Vcap daily with meals
- Veg/Vegan
- NOW 80479



Biotin

- B Vitamin Family
 - B7
- Key enzymatic cofactor
 - Gluconeogenesis
 - generation of glucose from certain non-carbohydrate substrates – typically amino acids
 - Fatty acid synthesis
 - Metabolism of amino acids
 - ENERGY Production
 - Crucial role in skin health



Deficiencies

- Pregnancy
- Metabolic Deficiencies
 - inherited disorders
 - enzymatic
 - prevents the body's cells from using biotin effectively
- Raw Eggs – Avidin



Biotin Deficiency

Symptoms

- Brittle and thin fingernails
- Hair loss (alopecia)
- Conjunctivitis – (pink eye)
- Dermatitis in the form of a scaly, red rash around the eyes, nose, mouth, and genital area
 - significant deficiencies



Biotin Deficiency

- Neurological symptoms
 - depression, lethargy, hallucination
 - numbness and tingling of the extremities
 - occurs in minor deficiencies
- Hereditary disorders
 - impaired immune system
 - increased susceptibility to bacterial and fungal infections



Biotin in Foods

Biotin is stable at room temperature and isn't destroyed by cooking. Some of the best sources are (content per 100 grams)

- Brewer's yeast: 188.8 mcg
- Soybeans: 179.4 mcg
- Beef liver: 113.3 mcg
- Butter: 94.3 mcg
- Split peas: 77.7 mcg
- Sunflower seeds: 66 mcg
- Green peas/lentils: 40 mcg
- Peanuts/walnuts: 37.5 mcg
- Pecans: 27.75 mcg
- Eggs: 18.9 mcg



Biotin 5000 mcg - Pharmacokinetic (pK) Study

Bioavailability Study

- Three healthy adult volunteers 25-55 years old participated in a clinical trial to study the bioavailability of Biotin, a dietary supplement by NOW® Foods (# 0471)
- The study confirms the exceptional bioavailability of the dietary supplement Biotin by NOW®
 - <https://www.nowfoods.com/now/nowledge/biotin-5000-mcg-pharmacokinetic-pk-study>

SUMMARY - NOW® Biotin 10,000mcg – 120 Vcap

- **Claim:** Promotes healthy nails. Helps prevent biotin deficiency



Code: NOW80479
 UPC: 733739804792
 Size: 120 caps
 Category: **Vitamins**
 Days Supply: 120

Feature	Benefit
10,000 mcg – Max strength	Meets the needs of consumers desiring max strength in one cap
Vcap format	Appeals to wider demographic
Affordable	Best value for VEGE cap based on cost per day

Why carry this product?:

- Meets the needs and the demands for larger dosed Biotin
- Veg cap is an advantage over NAKA and Organika
- **NOW® Brand- Health Store Exclusive**





NOW® Helichrysum Essential Oil 30ml



- 100% pure Helichrysum (*Helichrysum italicum*)
- 10% dilutions in Jojoba
- **Aroma:** Sweet, herbaceous, earthy
- **Attributes:** Soothing, rejuvenating, stimulating
- **Mixes Well With:** lavender, bergamot, rose, cypress, roman chamomile, tea tree
- **Extraction Method:** Steam Distilled from flowering tops
- Base notes
- Purity Tested/Quality Assured
- NOW07632



Helichrysum (Everlasting -Immortelle)





Helichrysum Essential Oil

- Sunflower family (Asteraceae)
- Almost exclusively grown on the French island of Corsica
- Primary/Notible compounds
 - *Gama-Curcumene, Alpha-Pinene, Neryl Acetate, 'Di-ketones*
- Popular in perfume and skincare industries
- **Helichrysum essential oil is considered exceptionally safe**
 - one of the only oils indicated for topical application at 100% strength for **acute conditions**





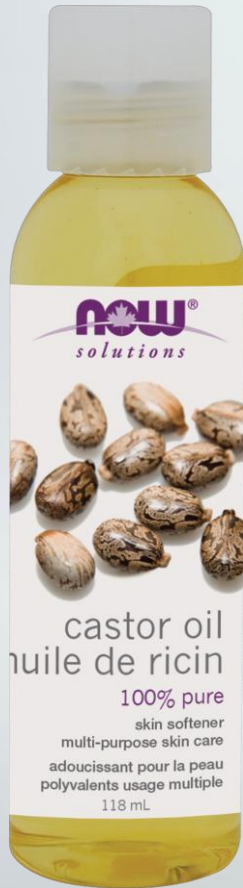
Helichrysum Essential Oil in Therapy

- Therapeutic properties
 - anti-inflammatory - **Gama-Curcumene**
 - pain, skin care
 - anti-spasmodic - **Neryl Acetate**
 - muscular, intestinal
 - <https://www.ncbi.nlm.nih.gov/pubmed/24140587>
 - regenerative - **Di-ketones**
 - thought to signal tissues to regenerate, wound healing and scar reduction





NOW® Castor Oil 118ml



- Pure Castor Oil - expeller-pressed hexane free
- From the seed of *Ricinus communis*
- Multi Purpose
 - skin care
 - hair care
 - DIY moisturizing projects
- **Condition:** Skin in need of a natural emollient
- NOW87679 – 118 mL



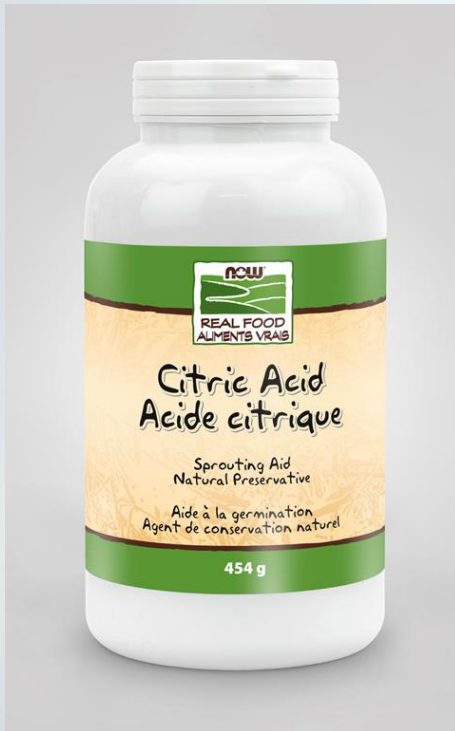
Castor Oil Usage for Detoxification

Castor Oil Packs

- Popular holistic practice for detoxification
- Castor oil packs harness the anti-inflammatory and lymph stimulating benefits
- Used in conjunction with flannel or cotton cloth and heat
- Said to help improve
 - liver detoxification
 - support uterine and ovarian health
 - improve lymphatic circulation and reduce inflammation
- Small study from 1999 – Immunomodulation of Castor Oil Packs
 - http://www.uterinefibroids.com/c_alt_castoroilpacks.htm



NOW® Citric Acid 454gm



- Pure Citric Acid
- A Natural Preservative
- Sprouting Aid / Canning & Fruit Preserving
- Effective Salt Substitute
- Larger 454 gm
- NOW 87321



Citric Acid

- Found in Citrus Fruit
 - lemon, lime highest concentrations - 8% of dry weight
- Effective preservative
- In sprouting
 - helps to inhibit the formation of mold and other bacterial growth due to high temperatures and humidity





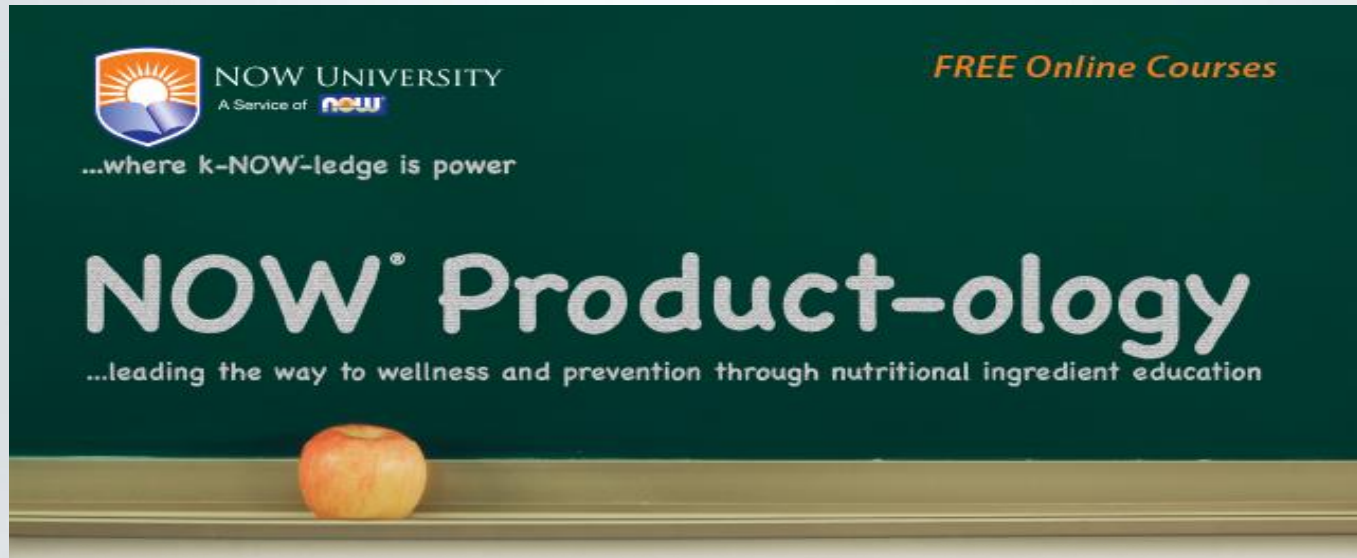
Citric Acid – Commercial Use

- Multiple food application
 - emulsifiers
 - replaces fresh lemon
- Used with sodium bicarbonate in a wide range of effervescent formula, both for ingestion and for personal care
- Citrate - Krebs cycle (citric acid cycle)
 - intermediate
 - ATP production





NOW® Continuing Education Programs



- NOW® University / NOW® Product-ology
- Exclusive to NOW® Retailers
- NOW® Product-ology incorporates 60-minute training sessions on a variety of healthy topics and ingredients, ranging from Amino Acids to Xylitol. It is free to all NOW® Retailers

To register for the NOW® Product-ology program, <https://nowuniversity.litmos.com/self-signup/>

Fill in required information

Your Code is PS100

You will be sent 2 emails; 1 with password information & 1 welcome email

Ongoing access to courses, go to:

<https://nowuniversity.litmos.com>

Lead Contact – marva.ward@puresource.ca



NOW® Complimentary Product Request

- To receive your complimentary product
- Please send an email to fina.drake-smith@puresource.ca with the following information
 1. Your store name and telephone phone number
 2. Your name
 3. The phone number that you called from when you called into the tele-training
 4. The name of the tele-training session i.e. Nutritional Fats, Cognitive Health etc.
 5. The name and/or sku number of the product that you are requesting
 6. The password given during the training



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