

Your Heart works hard all day, every day. Show it you care.



INNO-Q-NOL®: *Helps promote cardiovascular health*

Coenzyme Q10 is an extremely important nutrient that every cell in your body must have in order to produce energy. As you age, your ability to metabolize CoQ10 becomes very poor; hence if you are over 40, the best way to achieve optimal benefits of CoQ10 is the ready-to-use activated form – **Inno-Q-Nol®**, the **biologically superior form of CoQ10 for people 40+.**

• Patented Q-Nol® technology to guarantee stability



INNO-Q-NOL® Carnitine: *Helps support cardiovascular health*

Carnitine is an amino acid that helps the body turn fat into energy. It also stimulates cognition and memory. Innovite Health's **Inno-Q-Nol® Carnitine** contains CoQ10 as ubiquinol – guaranteed to be stable due to Innovite's exclusive patent license – and a highly absorbable and stable form of L-carnitine.



INNO-Q-NOL® Blood Pressure: *Helps lower blood pressure naturally*

In those with high blood pressure, CoQ10, grapeseed extract (specifically MegaNaturals®-BP), dark chocolate and magnesium have all clinically demonstrated their individual ability to lower blood pressure. **Inno-Q-Nol® Blood Pressure** takes Canada's only stabilized ubiquinol (the more powerful and active form of CoQ10) and combines it with these other amazing therapeutic compounds into one easy-to-take product that will also provide hundreds of other benefits besides helping to normalize elevated blood pressure.



LIQUID ACETYL-L-CARNITINE: *Helps to maintain proper heart muscle function*

Carnitine is an amino acid that helps the body turn fat into energy and also stimulates cognition and memory. Your body makes it in the liver and kidneys; and stores it in the skeletal muscles, heart and brain. Innovite Health's **Liquid Acetyl-L-Carnitine** contains one of the most researched forms of carnitine with proven results to help boost energy metabolism for optimum cardiovascular health.



RED YEAST RICE with CoQ10 ubiquinol and Vitamin D3: *Helps promote healthy cholesterol levels*

While RYR is the natural source of statins, it is known as a safe alternative to statin medications for LDL cholesterol reduction. However, since statins inhibit HMG CoA reductase (the rate-limiting enzyme in cholesterol production), it also impacts our body's ability to produce other key nutrients. Most notable are CoQ10 and vitamin D, both of which are inhibited by statins. To counteract this, **Innovite Health's Red Yeast Rice** also contains CoQ10 as stabilized ubiquinol and vitamin D3 to prevent any potential deficiencies.



FORMULA HH: *Promotes healthy cardiovascular circulation*

Provides a broad spectrum of nutrients that play an important role in cardiovascular health, and act synergistically for an arterial cleansing effect. These nutrients include:

- High Potency Antioxidants: Vitamins C, E, A
- B Vitamins and Folic Acid: for Homocysteine reduction
- Vitamin D: for optimal cardiovascular health
- Magnesium: Normalizes blood pressure, prevents arrhythmias
- Potassium: Supports healthy muscle contraction, transmitting electrochemical impulses and maintaining blood pressure.
- Chromium: Helps maintain stable blood sugar levels
- Selenium: Protects lipids from oxidation
- Betaine Hydrochloride: Helps with nutrient break-down and absorption
- Choline: Emulsifies fat, reduces stickiness of fat
- Cysteine: Chelating agent, free radical scavenger



FORMULA HH PLUS: *Promotes healthy cardiovascular circulation*

Provides a broad spectrum of nutrients that stimulate the body's own innate processes to clear away arterial plaque and prevent its return. **Formula HH PLUS** contains:

- High Potency Antioxidants: Vitamin C, E, A
- B Vitamins and Folic Acid for Homocysteine reduction
- Magnesium: Normalizes blood pressure, prevents arrhythmias
- Choline: Emulsifies fat, reduces stickiness of fat
- Methionine & Cysteine: Chelating agent, free radical scavenger
- Natural Vitamin K2: Not only slows the process of calcium buildup in arterial plaque, but may reverse it!
- Flush-free Niacin: Clinically proven for its cholesterol lowering power (in addition to raising levels of "good" cholesterol)
- Pomegranate Extract: Added for its antioxidant, anti-inflammatory, and anti-plaque benefits.



INNO-KRILL®: *Rich source of Omega 3*

Krill oil (derived from a shrimp-like creature inhabiting cold waters of the Antarctic Ocean) has clinically demonstrated the ability to protect the heart, act as an anti-inflammatory, alleviate premenstrual syndrome, improve skin health, and support well-being. **INNO-KRILL®** is available in 500 mg and 1000 mg softgels. Both contain 100% pure Neptune® Krill oil.



BIO-ACTIVE FOLATE: *Active Form of Folic Acid*

Bio-Active Folate helps the body metabolize amino acids and form red blood cells by preventing folate deficiency. Each vegetarian tablet of **Innovite Health's Bio-Active Folate** contains 1000 mcg of folate as L-methylfolate, the active coenzyme form of folic acid.



PTEROSTILBENE: *Helps maintain healthy cholesterol, blood pressure and blood glucose levels*

Innovite Health's Pterostilbene helps support healthy blood flow and circulation; promotes healthy blood sugar levels by raising the body's production of insulin, also supports healthy metabolism and helps regulate the body's use of energy.



healthy LIFESTYLE

by  **innoviteHEALTH**

Your information source to help better understand your natural health care options.

In this issue:

- Show your heart you care!
- Understanding your cholesterol
- Red Yeast Rice for Cholesterol

- Expert Advice: High Blood Pressure
- Pterostilbene – A powerful antioxidant from blueberries
- Healthy Heart Recipe
- Save \$5

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CARDIAC HEALTH
FOUNDATION OF CANADA

Your heart works hard all day, every day. It's your most devoted body part. Show it you care.

"Cardiovascular disease (CVD) still remains the leading cause of death in Canada, accounting for 32% of all deaths each year."*

(* Statistics Canada)

Luckily, taking a preventative approach can help lower your risk and keep your heart strong and healthy for years to come. Research efforts in recent decades have identified many risk factors that can contribute to the development of cardiovascular disease. 8 in 10 Canadians have at least one risk factor for heart disease or stroke. You can't control your family history of coronary heart disease, age, gender or ethnicity. However, since there are many other risk factors such as smoking, physical inactivity, unfavourable lipid cholesterol profile and hypertension that are considered to be largely modifiable, many deaths and disabilities due to cardiovascular disease can be prevented. It's never too early to start caring for your heart. Everyday decisions you make about how active you are, what you eat and drink and how you manage stress can help you reduce your risk of heart disease and stroke.

The basic principles of healthy eating

Healthy eating is one of the most important things you can do to improve your general health.

Nutritious, balanced meals and healthy snacks may reduce your risk of heart disease and stroke by helping you increase your intake of heart-healthy nutrients, manage your weight, keep your blood pressure down, control your blood sugar levels and lower your cholesterol.

A healthy eating plan may also boost your overall feeling of well-being, giving you more energy and vitality. It may make you look better and feel good about yourself, **inside and out.**

With the vast array of food choices available today, it's difficult to know where to begin. You may wish to start by aiming to include items from the four food groups: vegetables and fruit, whole-grain products, lower-fat milk products and alternatives, and lower-fat meat and alternatives.

The basic principles of exercising

Physical activity can be a lifesaver. Canadian Physical Activity Guidelines recommend that you accumulate at least 150 minutes of moderate- to vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more. Moderate intensity activities include brisk walking or bike riding. Vigorous intensity may mean jogging or cross-country skiing. To derive the most benefit, spread your activity out over several days of the week. By doing so, you can dramatically lower your risk of heart disease and stroke.

Regular activity also helps prevent and control risk factors such as high blood pressure, high cholesterol, type 2 diabetes, osteoporosis, certain types of cancer and obesity. Adding more activity to your daily life may also reduce stress levels, increase energy, and improve sleep and digestion. Because physical activity makes you feel better about yourself, you're more likely to make healthy lifestyle choices and avoid unhealthy ones such as smoking, overeating or drinking too much alcohol.

Benefits may begin within the first week of regular activity. For example, your blood pressure may start to come down, and you could start to feel more energetic and relaxed. After three months, you may experience better health, improved posture and balance, stronger muscles and bones, more confidence and a more positive outlook on life.

Before starting a physical activity program, it's best to speak to your healthcare provider first to discuss what is right for you.

The basic principles of a healthy weight

Maintaining a healthy weight is one of the best things you can do for your heart health. A healthy eating plan starts with eating when you're hungry and stopping when you've had enough. It includes creating healthy meals from the Four Food groups as outlined in Canada's Food Guide: vegetables and fruit; grain products; milk and alternatives; meat and alternatives. Portion control is also important.



If you're unsure if you are at a healthy weight, consult your healthcare provider. Likewise, if you're having difficulty maintaining a healthy weight, you may need to speak to your healthcare provider. He or she may be able to steer you in the right direction toward healthy weight loss. Losing as little as 10 pounds (4.5 Kg) can drop systolic blood pressure (the first number) by 7.2 mm Hg, and diastolic (the second number) by 5.9 mm/Hg. Slow weight loss is best; one to two pounds (1 Kg) a week are sufficient.

Heart Disease and Women

Heart disease is the leading cause of death in women. 1 in 4 women dies of some form of cardiovascular disease while 1 in 30 women dies from breast cancer (Women's Heart Health Center). Older age is considered a risk factor for heart disease—after age 55 for women and after age 45 for men. This is partly because many women younger than 55 have not yet gone through menopause and still have high levels of the female hormone estrogen in their blood. Estrogen produced by the body is thought to help protect the heart. After menopause, however, the levels of estrogen in a woman's body drop significantly. On average, women develop heart disease about 10 to 15 years later than men. While women tend to be safeguarded from heart disease prior to menopause because of the protective effect of estrogen, this is not always the case. For example, pre-menopausal women with diabetes have a similar risk as men of the same age because diabetes cancels out the protective effect that estrogen provides to pre-menopausal women.

Are the warning signals of heart attack the same for women?

Both women and men may experience typical or non-typical symptoms such as nausea, sweating, pain in the arm, throat, jaw or pain that is unusual. However, women may describe their pain differently than men. Nevertheless, the most common symptom in women is still chest pain.

Disclaimer:
The information in this newsletter is for educational purposes only. It is not meant to diagnose, or in any way to replace qualified medical supervision. For serious medical conditions, consult with your doctor or natural health care provider before using these or any other natural remedies.



Save \$3
On next purchase
of any Innovite
Heart Health product.

INNO-Q-NOL®, INNO-Q-NOL® Blood Pressure, LIQUID ACETYL-L-CARNITINE, RED YEAST RICE, FORMULA HH, FORMULA HH PLUS, INNO-KRILL®, BIO-ACTIVE FOLATE & PTEROSTILBENE
Redeemable exclusively at participating Natural Health Food Retailers across Canada.
Offer expires March 31st, 2014.

To the Consumer: Discount will be applied at the cash on your purchase of any Inno-Q-Nol, Inno-Q-Nol Carnitine, Inno-Q-Nol Blood Pressure, Formula HH, Formula HH Plus, Red Yeast Rice, Bio-Active Folate, Inno-Krill, Pterostilbene, Magnesium Citrate, Magnesium Glycinate and Liquid Acetyl-L-Carnitine products (any size). One coupon per customer.
To the Retailer: For redemption, mail the coupons to:
Innovite Health "Heart Health Promotion 2014"
97 Saramia Crescent, Concord, ON L4K 4P7
Offer expires March 31st, 2014 www.innovitehealth.com

Name of the customer:
Name of the store:
Store address:
Phone number:



Lee Know, ND

» Expert Advice «

High Blood pressure and COQ10 ubiquinol

Question: I visited my local health food retailer to ask what I could take for high blood pressure and they gave me your Inno-Q-Nol® product. However, the label says nothing with regards to blood pressure (other than a warning). Can you please tell me if this product is beneficial for high blood pressure and what dose I need to take?

Dr. Know: CoQ10, and therefore ubiquinol (the active form of CoQ10), has been studied as a medication for hypertension with some great results. In fact, the blood pressuring lowering effect is what prompted Health Canada to require all CoQ10 products to carry a warning suggesting consultation with a healthcare practitioner prior to use if taking blood pressure medications (due to the potential additive effects).

I’ve had quite a number of people call me to tell me that they’ve been able to stay off medications, while others were able to reduce the dose of their medications. A couple others in particular reported they were able to get off their blood pressure medications altogether.

The dose needed to get this effect would vary depending on the individual, but my suggestion would be to start with 100 mg daily (take Inno-Q-Nol® with food for best absorption) and work your way up over the course of several weeks or months until you see an effect. Of course, my advice would be to visit a Naturopathic Doctor or another qualified healthcare practitioner so they can monitor your blood pressure and recommend the dose of Inno-Q-Nol® that’s suitable for you.

You can send questions to Lee Know at dr.know@inno-vite.com.



Understanding Cholesterol

Understanding your cholesterol levels can be confusing. What is cholesterol? Can it ever be good for you? How high or low should your cholesterol be? And is there anything you can do about it?

Here is a guide for cholesterol, both good and bad.

What is cholesterol?

Cholesterol is a waxy, fat-like substance that is naturally present in all parts of the body. It’s manufactured in the liver, with a small amount coming from food. Your body needs some cholesterol to work properly in many regards, but if you have too much in your blood (especially of the “bad” LDL type), it can stick to the walls of your arteries and cause plaque. Plaque can narrow your arteries or even block them.

Therefore, high levels of cholesterol in the blood can increase your risk of heart disease. Your cholesterol levels tend to rise as you get older and you are likely to have high cholesterol if members of your family have it, if you are overweight, or if you eat a lot of fatty foods.

Good and Bad Cholesterol

“Good cholesterol”, High-Density Lipoprotein (HDL), takes cholesterol away from your arteries to the liver to be eliminated. This means that a high level of good (HDL) cholesterol is thought to be heart healthy.

“Bad cholesterol”, Low-Density Lipoprotein (LDL) takes cholesterol from your liver to the body tissues. If there’s a high level of bad (LDL) cholesterol in the blood, it can build up in the walls of your blood vessels, causing them to narrow and increasing your risk of coronary heart disease.

To help keep your heart healthy it’s important that your bad (LDL) cholesterol remains low and your good (HDL) cholesterol stays high.

How is cholesterol measured?

Cholesterol is measured in units called millimoles per litre of blood, usually shortened to mmol/litre or mmol/L.

What level should your cholesterol be?

According to the Heart and Stroke Foundation of Canada, when deciding your target cholesterol ranges, your doctor will take into account your cardiovascular risk factors such as age, sex, blood pressure, and whether you have diabetes or smoke. Generally, good target levels are:

- A total cholesterol less than 5.2 mmol/L (200 mg/dL)
- An LDL-cholesterol less than 3.5 mmol/L (about 130 mg/dL)
- An HDL-cholesterol higher than 1.0 mmol/L for men and 1.2 mmol/L for women (about 40 mg/dL)
- A total cholesterol/HDL-cholesterol ration less than 5.0

What causes raised cholesterol levels?

There are a number of factors that can contribute to a raised cholesterol level, however a common cause is eating too much fat and, in particular, too much saturated fat and trans fat. High intake of saturated fat and trans fat may raise bad (LDL) cholesterol levels.

Other factors, such as a family history of raised cholesterol, getting older, not getting enough exercise, being overweight, an under active thyroid gland, diabetes or kidney problems can all have negative effects on your blood cholesterol levels.

What should you do if you’re worried about your cholesterol?

If you have any concerns about your cholesterol or any aspect of your heart health you should consult your doctor, nurse, dietitian or pharmacist and have your cholesterol levels checked.

If any of your cholesterol levels are outside the “right” target level for you, your doctor will discuss lifestyle changes and may prescribe medication/supplementation to keep your levels in balance.

Stabilizing CoQ10 Ubiquinol to Realize its Full Potential

Over the last 3 or 4 years, the profile and popularity of CoQ10 ubiquinol has skyrocketed. The studies on ubiquinol are slowly reaching the industry and healthcare professionals, and this incredible therapeutic product looks to continue its upward trajectory.

Unfortunately, this popularity can lead to the market being flooded with products. Therefore, it is extremely important to review the intricacies of this ingredient and make an informed choice at the store.

Ubiquinol as a molecule is not new. It’s the active (reduced) form of coenzyme Q10, and it has been well known about for decades. However, due to its unstable nature, it only reached the market about 4-5 years ago after extensive research and development to stabilize the molecule.

Currently, there is only one manufacturer globally who is mass-producing ubiquinol for use in supplements—**Kaneka**. While **Kaneka** has done a great job creating a product stable enough to be used in supplements, due to its instability, it needs to be handled delicately. For this reason, it’s important that ubiquinol supplements are manufactured in oxygen-free equipment (nitrogen-flushed to eliminate oxidation during the manufacturing process). In addition, steps be taken to prevent oxidation of ubiquinol in the finished product (since oxygen will travel through the bottles and through the gelatin softgels or capsules).

This is important since ubiquinol can readily oxidize back to ubiquinone (standard CoQ10, which isn’t as effective for many people). Considering the



PTEROSTILBENE – A POWERFUL ANTIOXIDANT FROM BLUEBERRIES

Blueberries, like most berries, contain a number of unique therapeutic compounds beneficial to human health. In particular, blueberries contain pterostilbene (pronounced tero-STILL-been), a natural and powerful antioxidant. Chemically, it is related to resveratrol, but it differs in several ways. Resveratrol is difficult to absorb, while pterostilbene appears to be absorbed much better and displays better metabolic stability and biological activity (i.e. more active in the body).

Pterostilbene provides the following benefits:

Cardiovascular health: Supports health blood flow and circulation; helps maintain healthy blood pressure already within the normal ranges; promotes nitric oxide synthesis

Cognitive function: May improve memory and mental focus; may enhance mood and feeling of well-being

Blood sugar: May help support healthy blood sugar levels by raising the body’s production of insulin, also supports healthy metabolism and helps regulate the body’s use of energy; may help support a healthy weight loss program.

Anti-aging: May help fight free-radicals caused by oxidative stress.

While naturally present, each blueberry contains a very small quantity, and one would need to consume several hundred pounds of blueberries to obtain a clinically relevant amount of pterostilbene. For that reason pterostilbene supplements are the best option to obtain high amounts of this valuable phytonutrient, without consuming unrealistic amounts of blueberries.

RED RICE YEAST EXTRACT

Inhibits the formation of harmful LDL cholesterol.

Modern Medicine treats high cholesterol with “statin medications,” which are the best-selling class of drugs in the world. Statins work by inhibiting the activity of a key enzyme in the biological pathway that creates cholesterol. However, this same biological pathway is also responsible for creating CoQ10 and vitamin D, which are essential nutrients for our health.

Red yeast rice is traditional Chinese medicine made from a yeast that naturally grows on starch. For supplemental purposes it is cultivated on rice and then ground into a powder. The active ingredients in red yeast rice are compounds that inhibit HMG Co-A reductase (the enzyme mentioned earlier), and statin drugs are classified as “HMG Co-A reductase inhibitors.”

So by blocking HMG Co-A reductase, red yeast rice inhibits the formation of harmful LDL cholesterol, and in turn, reduces total cholesterol. Other components in red yeast rice, essential fatty acids, amino acids, isoflavones and trace minerals support red yeast rice’s cardiovascular effects.

In clinical trails, red yeast rice seems just as effective as synthetic pharmaceutical statins, but at a much lower dose. Due to the lower dose needed and its natural form, side-effects common to synthetic statins are seldom seen with red yeast rice.



Heart-Healthy Recipe

Couscous salad

Serves: 4 people

Ingredients:

- 1 cup whole-wheat couscous
- 1 cup vegetable stock or water
- ½ cup diced green pepper
- ½ cup cherry tomatoes, cut in halves
- ½ cup canned black beans, drained and rinsed
- 2 green onions, chopped
- 1 tbsp finely chopped parsley
- Juice of 1 lemon
- 1 tbsp olive oil
- 1 tsp cumin
- 1 tsp black pepper

Preparation

1. In a small pot, bring the vegetable stock or water to a boil. Turn off the heat and add the couscous. Let it sit for 5 minutes and then fluff with a fork and transfer it to a large bowl.
2. Add the rest of the ingredients and toss.
3. Chill for 1 hour and serve cold.

This salad is a good source of whole grains and beans, and a healthy alternative to meat.

Bon Appétit!

