



Innovations

What's New

CurcuPlus D & CurcuPlus D ULTRA LESS IS MORE!

At least twelve times more bioavailable than regular curcumin extracts!

These products represent the latest research in curcumin technology. The cutting edge curcumin in CurcuPlus D and CurcuPlus D ULTRA is incorporated in highly absorbable solid-lipid particles, drastically increasing its bioavailability. This curcumin is combined with vitamin D for added benefits, and is available in regular and ultra strengths to suit your specific needs.



CurcuPlus D provides an ideal dose of curcumin for anyone looking to benefit from curcumin's amazing antioxidant and health promoting properties. Taking curcumin and vitamin D daily can help to prevent infections, reduce inflammation and promote overall good health.

CurcuPlus ULTRA, on the other hand, provides a super-high dose of curcumin with vitamin D, and is specifically designed to provide support for chronic inflammation and other severe conditions like osteoarthritis, autoimmune diseases like inflammatory bowel disease, as well as degenerative disease like Alzheimer's disease.



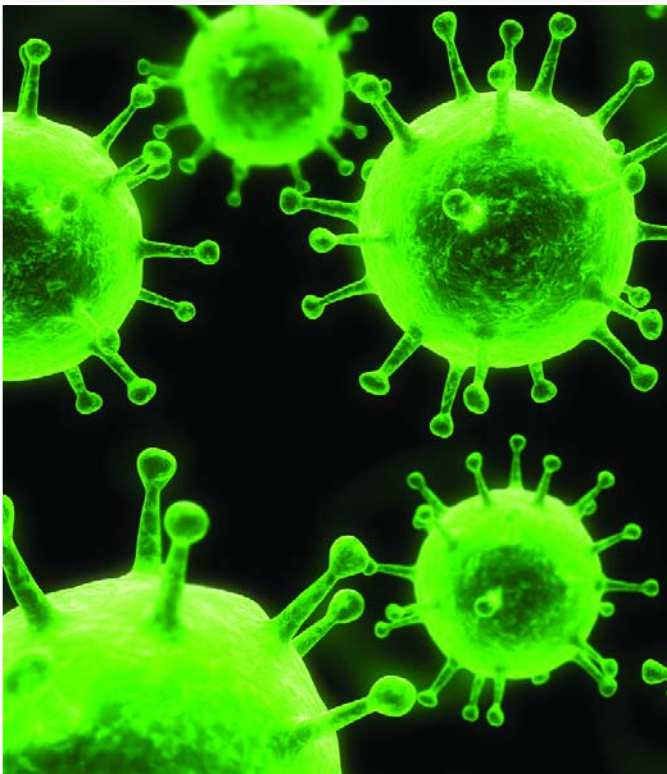
Spotlight On

Immunity Stay Healthy this Winter!



As winter drags on into the New Year many of us continue to battle with colds, flu and a general feeling of malaise. On average, adults have 2-5 colds and children have 7-10 colds each year. While it is impossible to avoid getting the occasional cold or flu, there are steps that you can take to help keep yourself and others healthy. Certain common sense actions should be taken including washing your hands frequently and thoroughly, avoid touching your face, cough and sneeze into your sleeve or in a tissue, stay home if you are sick and avoid close contact with sick individuals.

Furthermore, by maintaining a healthy lifestyle and reducing the stress in your life you can help to make sure your immune system is healthy and reduce your risk of getting infected with a cold or flu virus. Certain vitamins and other supplements have also been shown to help keep you healthy by supporting your immune system.



The Flu by the Numbers

- Every year the flu infects 5-15% of the global population
- Every year, young, healthy people are hospitalized due to influenza although most deaths occur in infants, the elderly and the chronically ill
 - The flu causes severe illness in 3-5 million people and leads to 250,000 to 500,000 deaths worldwide
- The flu is the 7th leading cause of death in the US and the CDC estimates that, on average, 36,000 people die of seasonal-flu related causes each year
 - In Canada, the average flu claims between 2000 and 8000 lives each year. In comparison, cancer and cardiovascular diseases each claim over 68,000 deaths in Canada each year
- Certain groups such as pregnant women, diabetics, obese individuals, immune-compromised individuals and cardiac patients are more likely to have severe illness when infected with the influenza virus

Natural Immune System Support

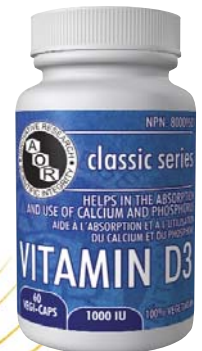
Protect yourself with Antioxidants! Vitamin C, Vitamin E and Selenium

Antioxidants, like vitamin C and vitamin E, for example, play a very important role in immunity, by helping to prevent oxidative stress in immune cells. By doing this, antioxidants can help immune cells to stay healthy and to function more effectively. For example, studies have shown that high doses of vitamin C can help to significantly reduce the severity of cold symptoms. Vitamin E supplementation has also been shown to improve the immune response and to reduce the likelihood of developing upper respiratory tract infections and colds by 20%!

Certain antioxidant minerals like selenium can also help to fend off infections. In fact, researchers have found that when an individual that is deficient in selenium is infected with a virus, the virus has a greater probability of mutating into a more dangerous strain!

AOR offers a number of superior antioxidant products that can help you stay healthy this winter.

- **C+Bioflavonoids** combines vitamin C with natural citrus bioflavonoids which helps to increase the effectiveness of the vitamin.
- **Total E** contains a complete spectrum of vitamin E molecules for superior antioxidant protection. Finally
- **SeMet** contains selenomethionine, a naturally occurring and easily absorbed form of this essential mineral.



Boost Immunity with Vitamin D!

During the winter months many Canadians become deficient in vitamin D. While most people are aware of the benefits of vitamin D in regards to bone health, many do not know that it also plays a critical role in the proper functioning of the immune system. Vitamin D plays a role in immune system modulation and is also critically involved in the body's innate immune response. Specifically, vitamin D has been shown to activate important antibacterial proteins thereby helping to prevent infections and reducing the occurrence of the common cold.

Vitamin D supplementation during the winter may also help to improve your mood, as vitamin D deficiency is has been associated with depressive symptoms and is a possible cause of SAD or "Seasonal Affective Disorder".

AOR offers vitamin D in both capsule and liquid forms in adult and children's formulas. It is also available in combination with curcumin in our newest products CurcuPlus D and CurcuPlus D ULTRA.



F.A.Q.

ENs & NPNs

“What is an EN and what does it mean?”

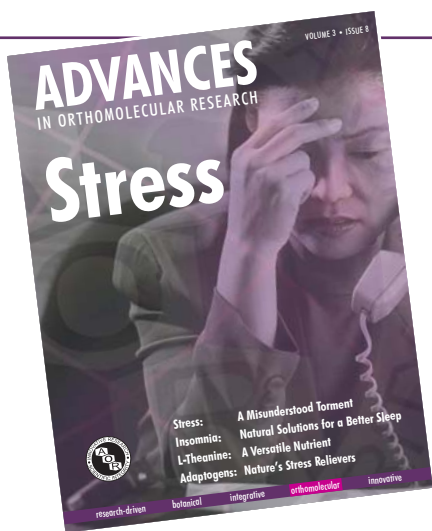
A: An EN or “exemption number” is granted by the NHPD when a product has an active license application that has been in queue for longer than six months. Products for which EN’s have been granted are considered safe and can continue to be sold with the EN on the label until the application is processed and an NPN (Natural Product Number) is granted or refused. If the NPN is granted, it will replace the EN on the label.

“What if a product has no number on its label?”

A: A label with no number could mean a number of things. Companies are given several months to start printing EN and NPN numbers on their labels since it can take time for existing stock to be used up. Because of this, a product may have a valid EN or NPN, but the labels on the product may not yet show this. In other cases, no number may mean that the product does not have an EN or NPN, but may still have an active license application in place that is less than six months old. In some cases a product may not even have a license application in place. **All of AOR’s products have active license applications with the NHPD.**

“What AOR products have an EN or NPN?”

A: AOR currently has 65 NPN’s and 94 EN’s for our products. This makes up approximately 90% of our current product base. The other 10% of products have submitted license applications, but the applications have been with the NHPD for less than six months. NPN’s or EN’s for these products should be granted soon. For a full list of AOR’s licensed and exempted products, please see the NHPD’s website at <http://www.hc-sc.gc.ca/dhp-mps/prodnatur/index-eng.php>



Now Available

Advances - Stress

The latest issue of Advances discusses the causes and consequences of stress and insomnia. The articles in the magazine also discuss some of the latest research regarding natural solutions to help you to cope with stress. To order copies please call us at 1-800-387-0177.



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