



# Innovations

## What's New

### AOR TO BE FEATURED NATIONALLY ON THE FOOD NETWORK!

AOR has partnered with a new television series, Canadian Better Living, to bring you information about maintaining and improving the health of your bones. Tune into the Food Network on Saturday March 12th at 8:30 EST am to learn more about bone health, osteoporosis and Advanced Bone Protection from AOR's Dr. Traj Nibber.



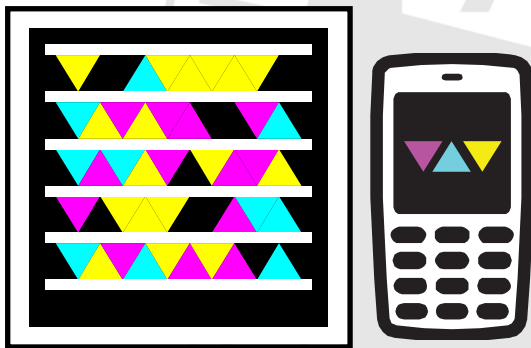
*As seen on AOR posters and advertisements!*

## Microsoft Tags

Microsoft tags are an innovative new technology that provides instant access to information and websites by scanning the tag with your mobile phone.

AOR is using these tags on posters and advertisements, allowing you to instantly learn more about our products by linking you to the appropriate website. For example, scanning the tag shown here will instantly connect you to [www.aor.ca](http://www.aor.ca).

Download the app from <http://tag.microsoft.com> and start scanning today!





# Spotlight On

# Allergies

## Prevention Strategies

The best way to control allergies once they have developed is to prevent exposure to the allergen. Unfortunately, as seasonal allergy sufferers know too well, avoidance is not always a possibility. Typical prescription medications for the treatment of allergies include antihistamines, which prevent the release or action of histamine. Histamine can cause sneezing, itchiness, irritation and excess mucous production. One major inconvenience to prescribed antihistamines is that they have a sedative effect and can lead to drowsiness.

Certain natural remedies are also available to help reduce the prevalence and severity of allergic symptoms.



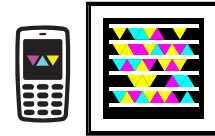
## More than an Inconvenience

Although the symptoms of allergies are often seen as a mere nuisance, they have been shown to cause headaches, fatigue, difficulty learning, loss of sleep, and reduced productivity. There are also several associated problems such as headaches, loss of smell and taste, coughing, wheezing, snoring, ear infections and nasal polyps. The most severe kind of allergic reaction, known as anaphylaxis, is very serious. It can progress very quickly and can be lethal due to the involvement of several body systems. Other allergies such as seasonal allergies, which affect up to 35% of the North American population, are not life threatening but lead to unpleasant side effects. By far the most common symptoms associated with air borne allergies are a runny nose and itchy eyes.

Runny noses, itchy eyes, upset stomachs, inflamed skin... most of us have experienced these symptoms or have a family member or a friend that suffers from them. Allergies are a modern era pandemic. It is estimated that 30-50% of the population in the United States suffers from allergies.

# Natural Allergy Relief

## Quercetin



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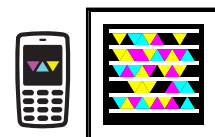
### SUPERIOR RELIEF FOR ALLERGIES AND INFLAMMATION

Quercetin is a flavonoid that is commonly found in many of the foods you eat, including apples and onions. This well known nutrient is a powerful antioxidant; but also has been shown to help reduce allergy symptoms as well as inflammation.

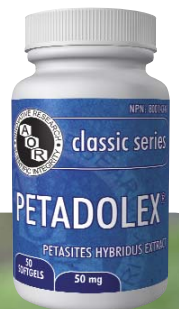
Quercetin helps to stabilize certain cells of the immune system, resulting in reduced release of histamine. By preventing histamine release, quercetin can very effectively and naturally halt the progression of allergy symptoms. Even better, it does this without causing drowsiness, the most common side-effect of anti-histamine medications.

AOR now offers Quercetin in two convenient sizes to suit your needs – 100 vegi-caps and 200 vegi-caps. Allergy season is approaching, so stock up on quercetin now!

## Petadolex



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### HELPS RELIEVE HEADACHES AND ALLERGY SYMPTOMS

Petadolex contains a natural plant extract from butterbur. This extract is well known for its ability to help relieve and prevent migraines. However, butterbur has also been shown to be very effective for reducing allergy symptoms.

Butterbur works by preventing the initial cascade of cytokine release that precedes the release of histamine. In this way, butterbur actually acts to stop the progression of allergy symptoms naturally and at the earliest step of their initiation. Butterbur has also been shown to be effective for improving the symptoms of asthma and chronic bronchitis.

# In the Community

## AOR SUPPORTS NICK RING FOR DEBUT AT UFC 127

Nick Ring is a Calgary based Mixed Martial Arts (MMA) competitor who's first fight in the UFC comes Saturday night, February 26 in Australia against Riki Fukuda. AOR is supporting Nick by providing a variety of AOR products to aid his fight preparation.

This sponsorship represents AOR's commitment to the community and dedication for bringing together quality products with high class athletes. Nick Ring will be using a multitude of products from a variety of health categories, including Ortho Core, Vitamin D3, Omega Cardio, Advanced Biotics and Arginine to name a few.

Best of luck Nick!



## Now Available

### Beets 'n' Berries Tablets

AOR's superior combination of vegetable and berry extracts is now available in an easily absorbed tablet. These tablets contain a high concentration of beetroot extract as well as antioxidant rich berry extracts. Beetroot has been clinically shown to enhance the body's production of nitric oxide, a vital molecule that helps to lower blood pressure, enhance blood flow and improve stamina.

For more information about this great new product visit our website at [www.aor.ca](http://www.aor.ca) or contact our customer service team at 1-800-387-0177.

Soon to be available in a convenient blister pack!



[www.aor.ca](http://www.aor.ca)

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