



# Innovations

## What's New

### **AOR'S DR. MARY CHOU APPOINTED TO THE NATURAL HEALTH PRODUCTS PROGRAM ADVISORY COMMITTEE**

AOR is proud to announce the appointment of Dr. Mary Chou to the Natural Health Products Program Advisory Committee. The NHP-PAC is an advisory committee formed to provide Health Canada's Natural Health Products Directorate (NHPD) with timely advice and recommendations on issues under federal responsibility for assuring the safety, quality, and efficacy of natural health products for sale in Canada. Collectively, the Committee members provide expertise and advice pertaining to risk/benefit assessments of natural health products and regulation of natural health products, to assist the Natural Health Products Directorate with making appropriate risk management decisions.



Dr. Chou's appointment to this committee is a great step for AOR, representing our commitment to the NHP licensing process and allowing us to become directly involved in the regulation of NHP's and to provide our feedback and suggestions for the advancement of these regulations.

Dr. Chou is a Senior Research Scientist at AOR, where she is responsible for Product Licensing and Regulatory Affairs as well as Research and Development. She holds a B.Sc. in Cellular, Molecular, and Microbial Biology, and a Ph.D. in Medical Biochemistry and Molecular Biology, with an emphasis on Cancer Research, from the University of Calgary.



# Spotlight On



## The Facts about Stress

- 43% of all adults are negatively affected by stress
- Individuals between 35 and 54 years of age are most likely to report high stress levels
- 59% of stressed individuals report feeling nervous, sad or tired
- 56% of stressed individuals report difficulty sleeping
- 55% of stressed individuals report lack of interest or energy
- 25% of Americans turn to food to alleviate stress



### What Are the Consequences of Stress?

Chronic stress is associated with significant and widespread adverse health effects. Stress is not only related to irritability and emotional disorders, it increases the risk of developing metabolic syndrome, a weaker immune system, hypertension, osteoporosis, weight gain, diabetes and heart disease. Stress also leads individuals to poor dietary and lifestyle choices.

### What can I do to help Cope with Stress?

The natural approaches used to relieve stress usually focus on two areas: Adaptogens and ingredients with sedative properties. Adaptogens are typically natural herbs which improve our ability to deal with stress, anxiety and fatigue. Sedatives, on the other hand, calm the nervous system and can also help to combat insomnia, a common side-effect of chronic stress.

# Natural Solutions for Stress & Insomnia

## Ortho-Adapt

Ortho•Adapt is AOR's most advanced formula for dealing with stress. It contains a combination of ingredients that help the body respond to stress in a balanced and appropriate way. These ingredients include adrenal glandular tissue to help boost adrenal function, along with key vitamins and well-known botanical adaptogens including rhodiola, ashwagandha, siberian ginseng (*Eleutherococcus senticosus*) and licorice.



## Ortho-Sleep

This comprehensive sleep formula contains a carefully formulated blend of nutrients and compounds that have been shown to effectively combat insomnia and promote healthy, restful sleep. These include natural, calming neurotransmitters like GABA and melatonin, as well as 5-HTP, a serotonin precursor. The formula further includes the amino acid L-theanine as well as valerian root, passionflower extract, and lemon balm, all of which possess relaxing properties, and work to increase the activity of GABA in the brain.



## Advanced B Complex

B-vitamins are essential for supporting healthy brain and neurological function as well as mood and energy levels. Advanced B Complex was designed to be the most complete and balanced B-complex available. It provides optimal dosages of these key vitamins in the forms that are most effectively used by the body.



## Zen Theanine

Zen Theanine is L-theanine, a unique amino acid found primarily in green tea. Studies show that theanine promotes relaxation and helps to reduce stress. It does so by promoting brain wave patterns that are typically associated with states of relaxed and peaceful alertness that are observed during meditation.



## Where can I Learn More?

A full series of educational videos about stress and insomnia are available on our website at <http://www.aor.ca/html/videos.php>. Also, be on the look-out for the next edition of Advances, which will focus on Stress. This issue will be available in late 2010. More information on this issue will be available in the next issue of Innovations.

# F.A.Q.

# Stress

“I am a vegetarian, so I can’t take adrenal glandulars. What options are there for me?”

A: AOR offers its premier anti-stress formula Ortho-Adapt in a completely vegan version that does not contain adrenal glandular. This formula is called Ortho-Adapt Vegan, and it includes all of the other vitamins and botanical adaptogens found in Ortho-Adapt.

“Why doesn’t AOR use deglycyrrhizinated licorice in Ortho-Adapt?”

A: Individuals with hypertension should not use licorice because one molecule, glycyrrhizin, can increase blood pressure. However, it is glycyrrhizin itself that is an adaptogen. So while deglycyrrhizinated licorice (that is licorice from which the glycyrrhizin has been removed) is effective for conditions such as ulcers, it is not effective for reducing stress.

“Besides supplements, what can I do to help reduce stress?”

A: There are many coping strategies for dealing with stress, many of which involve re-establishing control of your life. Furthermore, studies have shown that individuals who exercise report being less stressed. Increased physical activity has also been linked to lower rates of insomnia. A healthy diet and lifestyle can go a long way in helping you to cope with stress.



## Now Available

### Stress & Insomnia Educational Video

Listen to AOR’s Medical Advisor Dr. Ludovic Brunel as he describes the causes and solutions for stress and insomnia. This educational video and others are now available for viewing on our website at:

<http://www.aor.ca/html/videos.php>

or subscribe to our YouTube channel at:

<http://www.youtube.com/user/AORhealth>

