



Innovations

What's New

AOR Expands!



The past year has been an eventful one at AOR. In addition to the introduction of 12 innovative new products, AOR has also expanded its business with a move to a new, state-of-the-art facility. This move marks a new chapter for AOR, allowing us to better meet the needs of our customers while continuing to offer superior, ground-breaking products.

We are pleased to announce the introduction of *Innovations*. This quarterly newsletter will highlight groundbreaking research, new products, upcoming events and the latest developments at AOR. It is our hope that this newsletter will help to keep our customers up-to-date as AOR moves forward.

To receive additional copies of *Innovations*, to sign-up to receive an electronic version, or for any other comments or questions regarding this newsletter, please email innovations@aur.ca. I appreciate any feedback that you may have regarding *Innovations*.

Sincerely,

Megan Tracey, Editor



Spotlight On

Cancer

The Facts

- Cancer is predicted to become the leading cause of death worldwide in 2010
- There was an estimated 171,000 new cases of cancer in Canada in 2009, 4600 more than in 2008
- There was an estimated 75,300 deaths from cancer in Canada in 2009, 1200 more than in 2008
- 30% of new cancer cases and 17% of cancer deaths occur in young and middle-aged adults aged 21-59
- 40% of Canadian women and 45% of Canadian men will develop cancer in their lifetimes
- Approximately 1 in 4 Canadians will die from cancer
- An estimated 22,700 women will be diagnosed with breast cancer in Canada and 5,400 will die of it this year
- On average, 394 Canadians die of lung cancer every week
- One in 7 men will develop prostate cancer during his lifetime (the risk is highest after age 60) and one in 27 will die of it

What If?

You could achieve a 60% reduction in the risk of developing cancer by taking a vitamin?

You could reduce your risk of ovarian cancer by 46%, by ingestion a compound found in tea?

You could prevent a premalignant prostate lesion from turning cancerous, with a simple anti-oxidant?

You had a comparable, alternative to Tamoxifen that naturally occurs in vegetables?



Fight Cancer Naturally

EGCG MAX

The Benefits of Green Tea

EGCG is the most potent catechin from green tea extract. Several studies have found an inverse relationship between green tea consumption and the incidence of cancer. EGCG supplements have been found to have beneficial effects in several types of cancer, including breast, colon, lung, prostate and skin cancer, as well as in a variety of gastrointestinal organs. Part of this is due to EGCG's ability to block the development of new blood vessels that feed cancer cells, and by inducing cell death (apoptosis) in cancer cells. The catechin also enhances detoxification enzymes, protecting the body from potentially carcinogenic substances. Overall, evidence shows that people consuming high amounts of green tea live longer, develop less cancer, have healthier cholesterol levels, suffer less cardiovascular and liver disease and may be less susceptible to heart attacks.

Immune Ultra

Strengthen's the Body's Defenses

Immune Ultra is an advanced protein formula with especially high levels of lactoferrin to enhance the immune system, increase antioxidants, fight cancer cells and help prevent infections. Lactoferrin fights against cancer development by blocking cancer cell metastasis, inducing cancer cell death and blocking the growth of blood vessels to tumor sites. Alpha-lactalbumin also blocks the growth of cancer cells, and whey protein itself has been found to reduce the risk of developing tumors in the colon. The increase in protein intake is beneficial for cancer patients to prevent weight loss, muscular atrophy and weakness.

CUReCUMIN

Researched in over 15 different types of Cancer Curcumin is an extract of the herb turmeric (*Curcuma longa* Linn) which has wide-ranging health benefits. It is well known to have antioxidant effects and it reduces the production of inflammatory signals. It blocks the growth of abnormal cells to help prevent cancer from developing or spreading. CUReCUMIN offers this amazing spice in a highly bioavailable softgel delivery system.



Estro Detox

Reduces Cancer risk and balances Hormones

Estrogen has long been considered a risk factor for a variety of women's cancers, especially breast cancer. In fact, the risk of breast cancer has been shown to increase with the number of premenopausal years, when estrogen levels are highest. Research has shown that natural estrogens can also be classified as "good" or "bad". For example, experimental and clinical evidence has shown that 16 α -hydroxylated estrogen metabolites have stronger estrogen activity and are associated with an increased risk of breast cancer, while 2-hydroxylated estrogen metabolites are weaker and are not associated with increased risk of estrogen positive cancers.

MCP

Effective Cancer Metastasis Prevention

Mounting evidence suggests that there is a natural way to prevent cancer cells from taking advantage of metastasis: pH-modified citrus pectin, or MCP. Pectin from citrus fruits contains a significant number of residues of the sugar galactose - the same kind of sugar residues to which, galectin-3 (metastasis pathway) binds when they are found on its glycoconjugate. Potentially, these residues could interact with galectin-3 and prevent it from interacting with its glycoconjugates, thereby protecting healthy tissues from being targeted by metastasizing cancer cells.

F.A.Q.

AOR and NPNs

Q: What is an NPN (Natural Product Number)?

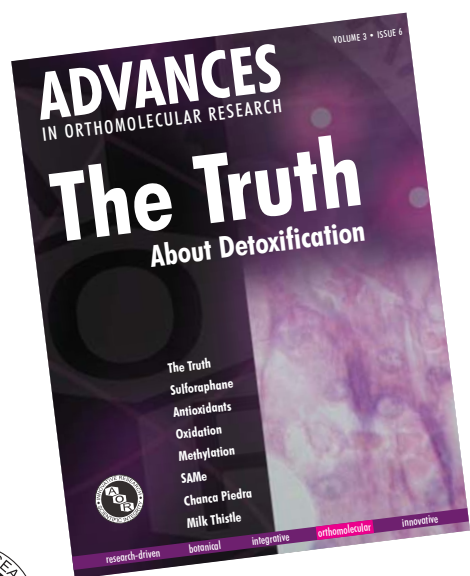
A: An NPN is assigned by Health Canada to a product whose manufacturer has submitted enough human evidence to support that manufacturer's health claim for that particular product. It essentially means that the manufacturer has fulfilled all of the demanding requirements of Health Canada for the registration of the product.

Q: Is an NPN required before a product can be sold?

A: Yes and no. When Health Canada created the Natural Health Products Directorate (NHPD) back in 2001, they believed they could license NPNs fairly quickly. On that basis, they did claim that NPNs were needed to sell Natural Health Products (NHPs). However, they did not expect nearly as many applications as they received, and a huge backlog was created. As a result, the practice has become that the sale of NHPs is allowed if an application for an NPN has been submitted. All of AORs products are in the application process, and some have been there for years.

Q: I have heard that on March 31, 2010, the Canadian Ministry of Health will clear its backlog of Natural Health Product Applications by cancelling all that have not been fully approved by that date. Is this true?

A: The only significance of the March 31, 2010 date, according to the NHPD, is that this is the non-binding, internal deadline they have set for clearing their backlog of PLA's (public license applications) for NHPs. There has not been any mention of this date as a deadline for any deviation of the NHPD's standard policy towards NHPs, namely that they can sold as long as a PLA has been submitted for them.



Now Available

The Truth about Detoxification

The latest edition of Advances dispels the myths about detoxification and describes the true route to a healthy liver and safe and effective detoxification. Articles cover such topics as Phase II detoxification, Antioxidants and Methylation.

This issue, as well as past issues of Advances, are available from AOR. To order copies please contact innovations@eor.ca or call 1-800-387-0177



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