



Innovations

What's New



AOR Educational Videos!

One of AOR's top priorities is to promote health through natural remedies and education. We pride ourselves on providing our customers with superior product support and educational material. In keeping with this philosophy AOR is pleased to introduce AOR Educational Videos!

This new feature allows you to watch educational videos about health and supplements directly on AOR's website. In these videos AOR's medical advisor Dr. Ludovic Brunel discusses common questions about vitamins, supplements and health. A full presentation on Bone Health as well as several other videos are now available for viewing. New Presentations will be added on a regular basis so check back often to hear more from Dr. Brunel!

**Watch them directly on our website at <http://www.aor.ca/html/videos.php>
or subscribe to our YouTube channel at <http://www.youtube.com/user/AORhealth>**



Spotlight On

Curcumin

Curcumin in Short Supply!

Curcumin extracted from the rhizome of the Turmeric plant, and is well known for its anti-inflammatory properties. Curcumin is the star ingredient in two of AOR's best selling products, Curcumin-95 and CURECUMIN. There is currently however, a world-wide shortage of the raw material due to a poor harvest of turmeric two seasons ago. This, along with a growing demand for this amazing ingredient has resulted in inconsistent supplies of the material. Furthermore, the prices have more than doubled! It is for this reason that AOR has had supply issues of their product. Future supplies of these two products are uncertain, for the short term anyway.

Don't be Fooled by Inferior Products

The quality and potency of curcumin products that do remain available may also be affected by this shortage. It is very important to recognize that not all turmeric rhizomes (source for curcuminoids) are the same. Like many herbs there is considerable variation in geographic localities. Malaysian and Indonesian turmeric contains little or no curcuminoids whilst the Vietnamese rhizome is ten-fold less concentrated than the Indian rhizome. Even in India there is considerable variation in the curcumin content from different parts. So it is important where the raw material is sourced.

AOR's Indian source is GMP, ISO 9000 and Ecco-certified. Curcumin is grown under strict conditions in the manufacturers own organic farms.

It is also critical to check the potency of the extract that you are getting. 500mg of turmeric extract is not the same thing as 500mg of curcumin! AOR offers two

versions of turmeric extract namely Curcumin 95 and Curecumin. Curcumin 95 is a highly concentrated turmeric extract standardized for 475mg of curcumin (which includes all three curcuminoids) per 500mg vegetarian capsule. Curecumin utilizes state-of-the-art technology to provide a product with improved bioavailability. Each softgel contains 750mg curcuminoids plus turmeric oil containing tumerones, zingerbenes, monoterpenes etc. The particles are reduced in size so that they are easily absorbed through the intestinal tract.

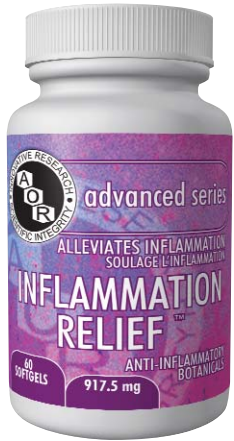
Other companies may offer turmeric capsules in strengths of 400-500mg, but many of these actually contain very low quantities of curcumin and other curcuminoids. These ingredients, which are the active component of turmeric, often make up as little as 22mg per capsule!

The AOR Approach

AOR WILL NOT compromise the quality of our products. We will continue to do our best to obtain raw material, but supplies of high quality curcumin remain uncertain. In the meantime we can offer our customers other excellent products as alternatives to Curcumin-95 and CURECUMIN.



Inflammation Relief



AOR is pleased to introduce a novel and a powerful formula for addressing chronic inflammation. Inflammation Relief is a multiple ingredient formula with key and powerful herbs that have been clinically studied. AOR has a good supply of this product, and are able to offer it to our customers as an exceptional alternative to CURECUMIN.

With Inflammation Relief you are getting the same, high quality curcumin extract that is found in CURECUMIN, along with other proven anti-inflammatory ingredients. Moreover, these herbs are subjected to a unique and safe process (industry first) that forms nano-miscelle-particles that are small enough to easily penetrate the intestinal lining and into the blood thereby considerably enhancing the absorption and bioavailability of these herbs. The proof of course is in the results.

Each softgel of Inflammation Relief contains:

- **Curcumin 500mg**- one of the key constituents of turmeric spice widely used in East Asian cooking and ayurveda. Curcumin is one of the most widely studied natural molecules it's safety has been widely acknowledged. Like many natural ingredients curcumin has multiple mechanisms of action including neutralizing powerful and damaging free-radicals, preventing the activation of NF kappa B one of the most powerful inflammatory molecules.
- **Boswellia 300mg**- Clinically studied herb for inflammation in osteoarthritis. Boswellia significantly reduced swelling, pain and improved joint mobility. Avurveda's answer to NSAID's (non steroidal anti inflammatory drugs)!
- **Ashwaganda 75mg**- Ashwaganda has numerous studies supporting its role as an anti-inflammatory especially reducing Interleukin 1 and 6 levels, key pro-inflammatory agents. Ashwaganda has synergistic activities with both curcumin and boswellia. Studies also show that ashwaganda improves the quality of life.
- **Oleanolic acid 2.5mg**- Oleanolic acid is triterpenoid another polyphenolic molecule widely found in nature especially in herbs like rosemary, cumin and thyme. Triterpenoids are actively researched for antioxidant properties in quenching both reactive oxygen species as well as reactive nitrogen species.
- **Vitex Nirgundi 25mg**- A lesser known herb in the West but widely used and respected in ayurveda. Vitex's anti-inflammatory effects have been compared to standard prescriptive NSAID's like phenylbutazone and indomethacin. In experimental studies Vitex was shown to be as potent in reducing inflammation as both drugs.

Maxi-Boz

Maxi-Boz is another great alternative for reducing inflammation. The product contains 500mg of high potency, standardized Boswellia serrata extract. Boswellia has a long historical usage in traditional Ayurvedic medicine for support in inflammatory conditions, and this has been confirmed by numerous scientific studies. Boswellia has been shown to provide effective relief from inflammatory conditions including osteoarthritis and inflammatory bowel disease.



F.A.Q.

Inflammation

What is inflammation?

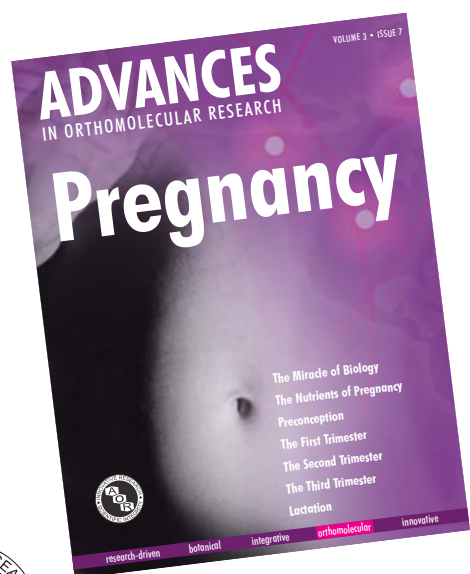
Inflammation is an immune system reaction that occurs in the body to protect us from infection by foreign substances and pathogens like bacteria and viruses. When there is an infection or injury, the pro-inflammatory agents (like tumor necrosis factor, interleukins, NF- kappa B etc.) rally to eliminate the infection or damage and return the tissue to health. Inflammation is often characterized by warmth, swelling and pain.

If inflammation is the body's way of protecting me from infection, why should I try to prevent it?

Inflammation is a double-edge sword. It is a necessary process for survival of any species during infection, injury, damage and repair but persistent inflammation is the cause of numerous diseases. In healthy tissue there is a balance between agents that promote inflammation and those that block it. When health is restored, the various pro-inflammatory agents should return to normal levels. In some cases however, the immune system switches from an acute mode to chronic, low-grade-inflammation that can persist for months or years.

Why is chronic inflammation so dangerous?

More and more research is showing that low grade chronic inflammation is associated with many chronic diseases including, atherosclerosis (damage of blood vessels), arthritis, diabetes, kidney disease, high blood pressure, auto-immune diseases, cancer and even obesity!



Now Available Pregnancy

The latest edition of Advances explains the importance of proper nutrition during pregnancy. The magazine highlights essential vitamins and nutrients for each stage of development from preconception to nursing.

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



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