The Essence of Health

Liquid formulas for health and wellness
Flora’s Essence Line of Liquid Herbal Formulas

• This line consists of liquid, herbal tea blends that are based on herbal traditions

• Each formula focuses on the health and well-being of a particular body system or health issue

• Every Essence product is expertly formulated and traditionally-based, providing a gentle, yet effective herbal remedy

• Flora’s flagship Essence product is Flor·Essence® Herbal Cleanse, known for its amazing cleansing abilities and full-body detoxification

• *Note: Flor·Essence® will not be covered in today’s webinar as it was discussed in detail in January’s webinar. This webinar is available on Flora’s B2B site.
The four Essence products that we will be discussing today include:

- **Cardio·Essence**: formulated for the cardiovascular system, and a healthy heart
- **Cran·Essence**: a complete urinary tract formula
- **Respir·Essence**: specifically for the respiratory system, cough and bronchitis
- **Sleep·Essence**: support for the nervous system and insomnia / poor sleeping habits
Each herb is extracted individually

Herbs with volatile oil components, such as Thyme are done separately from others
  • This helps to retain active ingredients

Roots done separately from aerial/herbal portions by decoction

All extracted for a lengthy period of time with water controlled at, or near boiling, and then strained using Flora’s centrifuge system and high-grade filtration
  • as opposed to recently boiled water sitting in a cup for 10 minutes

Results in a more concentrated liquid
  • dosages involving several tablespoons per day rather than several cups per day
  • more convenient to consume
  • contains more active ingredients from the herbs
Cardio·Essence
Support a healthy heart
Cardio·Essence

- Alcohol-free – base of water and apple juice
- Kosher
- Naturally coloured with hibiscus
- Non-GMO Project Verified
- Vegan

*Note: Cardio·Essence was formerly known as COREPLEX® Hawthorn Tonic
Cardio·Essence

- NPN Claim: Hawthorn berry, flower and leaf are used in Herbal Medicine to help maintain and support cardiovascular health in adults.
- Gentle, calming, healing cardio-tonic that also calms and relaxes nervous system.
- Flavonoids and pro-anthocyanidins help maintain strength and elasticity of blood vessels for healthy circulation.
- Increases blood flow and oxygen delivery to the heart and body.
Cardio·Essence

- Contains all three medicinally-used parts of the hawthorn tree: blossoms, leaves, and berries
- Uses a hawthorn berry 4:1 concentrated extract
- Passionflower and Hibiscus are included for added synergy
- Organic apple juice and blackstrap molasses provide a delicious and nutritious liquid base
Cardio·Essence is beneficial for:

- People who need support and strength for an aging heart and circulatory system
- “Type A” people who are more high-strung and tense and may be more prone to high blood pressure
- Athletes looking for circulatory support and protection from oxidative stress
- Anyone interested in more antioxidant support to prevent deterioration of blood vessels and collagen
Cardio·Essence Ingredients and Dosage

Each tablespoon (15 ml) contains:

Medicinal Ingredients:

- Hawthorn flower & leaf ...................... 750 mg
- Hawthorn berry extract .................... 600 mg
- Passionflower ................................ 300 mg
- Hibiscus ...................................... 300 mg

Non-medicinal Ingredients: Filtered water, Organic apple juice concentrate, Blackstrap molasses, Natural strawberry flavour, Xanthan gum, Tapioca syrup

- Dosage: 1 tablespoon twice daily
- After opening, keep refrigerated and consume within 4 weeks.
**Herbal Actions:**

**Cardio-tonics and Nervines**

- The 3 herbs work synergistically together to support and strengthen the circulatory system.
- Hawthorn is known as a cardio- tonic and is safe for long-term use.
- Hawthorn berries, leaves and flowers exert a gentle, measured influence on a weakened cardiovascular system.
- Flavonoids, including pro-anthocyanidins, and various phenolic acids are the main Hawthorn ingredients.
Herbal Actions: Cardio- tonics and Nervines

- Hawthorn works by increasing blood flow to the heart muscle and increasing its strength of contraction
- Dilates blood vessels and arteries so blood can flow through more easily
  - relieves the strain placed on the heart when it has to work extra hard to pump blood through the body
- Passion flower is included for its calming effect and antispasmodic qualities
- Hibiscus has traditionally been used for cough, respiratory catarrh and also contains protective antioxidants
Cran·Essence

Suffer from UTI’s?
Support a healthy urinary system
Cran•Essence

- Alcohol free – base of water and cranberry juice
- Formula based on well-established traditional herbal use
- Kosher
- Non-GMO Project Verified
- Gluten-free
- Vegan
Urinary Tract Infections (UTIs)

- Lower UTIs are generally infections of the bladder
- Upper UTIs involve infections that reach the kidneys
- E. coli is the most common (80-85% of cases) cause but other pathogenic bacteria and some fungi can be less common causes
- Burning, frequent urination is the main symptom
- Upper UTIs are more likely to involve pain/discomfort
- Fever, nausea, and pus in the urine are rare, more serious symptoms.
- Biofilms (resistant colonies of bacteria) are one of the major reasons UTIs are often recurrent
Each 30 ml (2 tablespoons) contains:

**Medicinal ingredients:**

- Cranberry fruit .................................................. 435 mg
- Juniper berry .................................................. 435 mg
- Uva-ursi leaf .................................................. 435 mg
- Parsley seed .................................................. 105 mg
- Calendula flower ............................................. 90 mg
- Heather flower and leaf ................................ 90 mg
- Knotgrass herb top .......................................... 90 mg
- Rupturewort herb top ....................................... 90 mg
- Yarrow herb top ............................................. 90 mg

**Non-medicinal ingredients:**

- Water, stevia leaf and cranberry fruit juice concentrate.
Cran·Essence Dosage

Recommended adult dose:

- Take 30 ml (2 tablespoons) in a glass of water, 2 times daily in the morning and afternoon.
- Take a few hours before or after any medication or natural health product.
- Do not take with highly acidic foods (e.g. citrus fruits and juice) or medications which may acidify urine.
- After opening, keep refrigerated and use within 4 weeks.
Cranberry fruit (Vaccinium macrocarpon)

- well-known for its antibacterial properties in supporting urinary tract health
- Great source of antioxidants.
- Contains proanthocyanidins (PACs)
  - antioxidant compounds that also interfere with the ability of pathogenic bacteria (like E.coli, one of the most common culprits in UTIs) to adhere to mucous membranes (like the lining of the urinary tract).
- They also contain organic acids like quinic, malic, and citric acid that contribute to cranberry’s uniquely tart taste.
Herbal Actions & Constituents

Juniper (Juniperus communis)

- A powerful diuretic and urinary antiseptic
- Contains an essential oil (with various components like pinene, limonene, myrcene, etc.) as well as some tannins and flavonoids
- These are mainly what give Juniper its diuretic and antiseptic qualities.
Uva Ursi (Arctostaphylos uva-ursi)

- Uva ursi, also known as bearberry, has astringent and antiseptic properties and works best when the urine has an alkaline pH.
- Contains polyphenols (flavonoids and triterpenes) and hydroquinone glycosides (like arbutin)
  - Arbutin seems to work best in an alkaline urine, as it releases traces of “free” hydroquinone under these conditions.
- Strong antibacterial effect within 3-4 hours of consuming Uva-ursi.
- A vegetarian diet will result in a more alkaline urine and may be advisable if dealing with a UTI.
Calendula flowers (Calendula officinalis)

- Calendula, also known as marigold, brings antiseptic, diuretic, and soothing effects to the whole urinary system.
- Very versatile; famous topically for skin
- Benefits the urinary tract with antiseptic and anti-inflammatory properties
- Naturally contains triterpenes, flavonoids, and chlorogenic acid
Yarrow herb (Achillea millefolium)

- Yarrow has toning, astringent properties that soothe the urinary tract and encourage cleansing with its diuretic properties.
- Contains an essential oil, phenolic acids, flavonoids and tannins to achieve its antiseptic and astringent, toning effects.

Parsley seed (Petroselinum crispum)

- A well-known culinary herb that has a powerful diuretic effect in encouraging flushing of the urinary system.
Herbal Actions & Constituents

Heather flowers and leaves (Calluna vulgaris), Knotgrass aerial parts (Polygonum aviculare) and Rupturewort aerial parts (Herniaria glabra)

- These herbs are from British and other European herbal traditions
- Combine diuretic and antiseptic properties to support kidney and urinary tract health
- Heather has also been used for inflammation and “gravel” of the urinary system.
Lifestyle recommendations

- Drink more water to flush bacteria
  - Urinate anytime one feels the urge
- Avoid bladder irritants, like:
  - Caffeine
  - Alcohol
  - Carbonated drinks
  - Spicy food
  - Known personal food irritants (dairy, chocolate, etc.)
- Wear loose clothing and cotton underwear
Respir·Essence

Difficulty breathing?
Coughing? Bronchitis?
Breathe deeply and freely
Respir•Essence

- Alcohol free – base of water and pear juice
- Gluten-free
- Kosher
- Non-GMO Project Verified
- Vegan
Respir·Essence

NPN Claims:

• Traditionally used in Herbal Medicine to help relieve chest complaints, including catarrhs, coughs, bronchial irritations and bronchitis

• Alleviates chest complaints, difficulty breathing, coughing and shortness of breath

• Removes excess mucus build-up caused by mucous membrane inflammation
Respir·Essence

- 6 herb formula based on traditional herbal use
- Natural herbal tea blend for respiratory relief
- Heals inflammation and soreness of your mouth and throat
- Opens the passages of the lungs to help relieve the shortness of breath
Respir·Essence is beneficial for:

- Coughs, colds, flus, bronchitis, asthma, emphysema for its soothing, calming, general respiratory support
- Sore throats, seasonal sinus allergies, hay fever
- Both acute and chronic respiratory conditions
- People who live with exposure to chemical irritants - miners, carpenters, smokers, estheticians, etc.
Respir·Essence

Ingredients and Dosage

Per 30 ml (2 tablespoons)

Medicinal Ingredients:

- Thyme .................................................. 437 mg
- Licorice root ........................................... 380 mg
- English plantain ................................. 228 mg
- Stinging nettle ................................. 228 mg
- Cowslip Primrose .................................. 152 mg
- Elecampane root ................................. 95 mg
- Non-medicinal Ingredients: Water, Pear fruit juice, Citric acid

Dosage: Two tablespoons, 2-3 times daily

After opening, keep refrigerated and consume with 4 weeks.
**Herb Actions: Expectorants**

- Expectorants are herbs that help to accelerate the removal of phlegm and mucus from our airways.
- **Respir·Essence was formulated with both stimulating and relaxing expectorants: Thyme, Licorice, Plantain, Nettle, Cowslip, and Elecampane.**
- Stimulating expectorants often work due to their alkaloid ingredients, their spices, or their saponins.
- Cowslip in Respir·Essence contains saponin glycosides that are thought to work through reflex stimulation of the vagus nerve.
Herb Actions: Expectorants

- Licorice, Thyme, and Plantain help to prevent bronchial spasms, loosen mucus secretions, and soothe dry cough and generally relax and open up the airways for easier breathing.
- Nettle has astringent properties and traditionally has been used for seasonal allergy complaints.
- The astringency is a nice addition to the more soothing herbs in the formula in helping to tone and heal inflamed mucous membranes.
- Plantain also has some of these properties of stimulating tissue repair.
Sleep·Essence

Trouble sleeping?
Insomniac?
Nerves need calming?
Sleep Essence

- Alcohol-free – base of water and apple juice
- Gluten free
- Kosher
- Non-GMO Project Verified
- Organic
- Vegan
Sleep•Essence

NPN Claims:

- Traditionally used in Herbal Medicine as a sleep aid in cases of restlessness or insomnia due to mental stress.
- Traditionally used in Herbal Medicine as a calmative.
- Traditionally used in Herbal Medicine to help relieve nervousness.
Sleep·Essence

- 6 herb formula based on traditional herbal use
- The formula will not leave you drowsy or groggy the next day
- Is not habit-forming
- Promotes sleep in cases of insomnia due to mental stress
- Also works as a calmative to help relieve nervousness
Sleep·Essence is beneficial for:

- 35% of Canadians have difficulty going to, or staying asleep. Generally, women experience insomnia more commonly than men.

- People suffering from insomnia – difficulty falling asleep or poor quality sleep with lots of wakeful periods throughout the night.

- Poor sleep due to excessive mental work, travel disrupting circadian rhythms, late night use of computers, overuse of stimulants, gym work-outs too late in the evening, hormonal changes, etc.

- Lack of sleep can lead to many health problems:
  - Increased risk of heart disease, high blood pressure, diabetes, stroke, headaches, weight gain and obesity, depression.
  - Can lead to more reliance on stimulants in the day, less work productivity, less attentive while driving, and generally more accident prone.
  - Also beneficial for those who suffer from anxiety and stress.
Sleep·Essence
Ingredients and Dosage

Medicinal Ingredients per tablespoon (15 ml)

- Chamomile flower.......................... 100.2 mg
- Lemon Balm ...................................... 100.2 mg
- Lavender flower.............................. 75.3 mg
- Linden flower................................. 75.3 mg
- Passionflower................................... 75.3 mg
- Skullcap ........................................... 75.3 mg

- Non-medicinal Ingredients: Filtered water, Apple juice concentrate, Hibiscus extract, Natural passion fruit flavour

- Dosage: 4 tablespoons daily 15-30 minutes before bedtime
- After opening, keep refrigerated and use within 4 weeks.
Herbal Actions: Nervines

- Nervines like lemon balm and lavender are herbs that help to relax and soothe the nervous system
- Linden is a nervine that helps relieve nervousness and restlessness
- Skullcap is a sleep aid, and a nervine that helps relieve nervousness
- Many nervines also double as digestive aids and calm and soothe the digestive system as well
Hypnotics* like chamomile, linden, skullcap, and passionflower have a stronger effect and help induce a deep and healing sleep.

Some are stronger than others and in this formula, passionflower and skullcap are the two that have the strongest sleep-inducing effects.

Flavonoids, alkaloids and essential oils are some of the key ingredients in these herbs’ effects.

* This is a term from traditional herbal medicine referring to herbs with sleep-inducing properties; it has nothing to do with hypnosis.
Thank you for your time!

If you have any comments or questions, please email info@florahealth.com