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# Vitamin Retailer

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## 2013 RETAILER OF THE YEAR DOWN TO EARTH Natural & Organic

Also Inside:  
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## Alternatives for Aches

BY CAROLYN STEBER

**A**spirin is a non-steroidal anti-inflammatory drug (NSAID) similar to ibuprofen. Acetylsalicylic acid (aspirin) is a derivative of salicylate, which can be found in plants such as willow trees and myrtle, according to MedicalNewsToday.com. The benefits of willow were first discovered in 3,000 B.C. in Mesopotamia. In the following centuries, willow bark was continuously recommended for pain relief throughout the world.

According to MedicalNewsToday.com, more than 40,000 metric tons of the drug are consumed annually. Aspirin is typically used to relieve minor aches and pains, to reduce fever and as an anti-inflammatory drug. It is also commonly used for cardiac health as an antiplatelet to prevent blood clot for-

mation in people at risk for, or who have just had, a heart attack or stroke.

Some side effects of aspirin include stomach bleeding and severe asthma attacks, according to Jacob Teitelbaum, MD, director of the Fatigue and Fibromyalgia Practitioners Network. "Unfortunately, the side effects from aspirin and NSAIDs have been found to be daunting," said Teitelbaum. "NSAIDs cause more than 30,000 deaths a year, 16,000 from bleeding ulcer deaths, and a doubling to tripling of heart attack and stroke risk."

Fortunately, there are many natural alternatives that are far more effective, he said. One such remedy is a mix of a highly absorbable form of curcumin (called BCM 95) plus boswellia. This

mixture was found to be more effective than Celebrex in treating arthritis in a recent head-on study, according to Teitelbaum. And, going back to the original source, willow bark has been shown in comparison studies with Motrin to be more effective, and also gentler on the stomach.

Another natural remedy is the herb feverfew, which has been used to prevent migraine headaches. Feverfew leaves contain chemicals, such as parthenolide, that may help decrease factors in the body that might cause migraine headaches, according to WebMD.com. Other natural topical pain relievers include camphor, eucalyptus and peppermint, as they are known for their cooling properties.

Below is a list of aspirin alternatives available on the market today:



### Relief from Migraines

Migraine Relief from RidgeCrest Herbals (Salt Lake City, UT), is an all-natural herbal and homeopathic formula that addresses all major types of headaches including tension, migraine, cluster, hormonal, sinus, ocular and medication or substance-induced, the company stated. The ingredients in Migraine Relief (MSRP \$31.99, 60 capsules), such as Chinese skullcap root, are designed to focus on symptoms linked to each of these types of headaches, and also help provide optimal relief from related pain and discomfort.

For more information, call (800) 242-4649 or visit [www.rcherbals.com](http://www.rcherbals.com).

### Support Blood Flow

Bricker Labs (Chandler, AZ) offers OptiFlow to support healthy blood flow. Bricker Labs established a major new product category in heart health, which has been consistently demonstrated in eight clinical trials, the company stated. OptiFlow (MSRP \$23.99, 30 capsules) is formulated with the ingredient FruitFlow, which works to support blood flow by keeping blood platelets in a smooth form. The effects take place within 90 minutes and when taken as a single dose, the effects will last for 12 hours.

For more information, call (800) BRICKER or visit [www.brickerlabs.com](http://www.brickerlabs.com).



### Improve Blood Vessel Tone

Nature's Way (Lehi, UT) Feverfew Extract is standardized to 0.7 percent parthenolide. Parthenolide is the herb's key active in Feverfew Extract (\$9.49, 60 capsules), and has been clinically studied, the company stated. Feverfew has been traditionally used to support blood vessel tone.\* Also available are Feverfew Leaves (*Tanacetum parthenium*, MSRP \$11.99, 100 capsules), that are harvested at peak potency. Additionally, the product is certified to contain 380 mg feverfew leaves.

\*This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

For more information, call (800) 9-NATURE or visit [www.naturesway.com](http://www.naturesway.com).



### Roll-on Pain Relief

Dakota Muscle Relief, from LaShe Naturals (Fargo, ND), provides natural pain relief in minutes with lab-tested pure essential oils. Dakota Muscle Relief (MSRP \$9.75, 2-oz.; \$24.95, 8-oz.; \$14.60, 3-oz. roll-on) is a topical natural product that provides tempo-

rary relief of muscle and joint pain associated with simple backache, arthritis, bruises and sprains, the company stated. This formula is non-greasy, has a soothing aroma and contains camphor, clove bud, emu oil, eucalyptus, peppermint, SD alcohol and purified water.

For more information, call (701) 361-1698 or visit [www.lasnenaturals.com](http://www.lasnenaturals.com).

### Soothe Muscle Pain

Curamin from EuroPharma's (Green Bay, WI) Terry Naturally brand works as an effective pain reliever. The product contains a super-absorption curcumin called BCM-95 that can be up to 10 times stronger than plain curcumin products, according to the company. Known for its ability to balance the body's natural inflammation response, BCM-95 has been proven in published clinical studies to provide consistent and long-lasting effects. Curamin also contains the enzyme natto kinase, that not only boosts healthy circulation, but has a direct impact on muscle pain via its ability to balance fibrinogen levels in the body.\*

\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

For more information, call (866) 598-5487 or visit [www.europharmausa.com](http://www.europharmausa.com).

