



STRAUSS
N A T U R A L S
E D U C A T I O N | S E R I E S

HEART - DROPS[®] -



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All Strauss education material is available at strausslearn.com/

Strauss Naturals - A Family Business

- A Trusted Tradition since 1980. Canadian company in Kamloops, British Columbia.
- The now famous Strauss Heartdrops® were created for Jim Strauss Sr. in 1980 after he suffered a heart attack. Over 40 years ago, Jim and his son Peter developed Heartdrops® from knowledge gained from generations of family herbalists. Jim never had heart surgery. He never took pharmaceutical drugs and he worked for another 25 years.
- Strauss Heartdrops® remains the flagship formula and helps thousands of people improve circulation, increase their energy and return to health.
- The four original centuries old formulas are back by popular demand – Cardio Calm Drops, Kidney & Blood Pressure Drops, Prostate Drops and Bladder Drops. All are highly effective and carry the same 100% satisfaction money back guarantee.
- All Strauss formulas are holistic using synergistic herbs.
- Originally tested by organoleptic method by the Strauss Family to ensure the highest quality of ingredients are used for greatest efficacy.
- Our unique extraction methods allow us to capture not only the key herbal compounds studied in clinical research but also the full spectrum of lesser known or even undiscovered components that work together holistically to deliver the results you are looking for in an herbal preparation. Products are third-party laboratory tested for strength and purity.
- Our premium brands are manufactured in our GMP Certified, Canadian NNHPD licensed and USFDA inspected facility.



Founders,
Peter Strauss & Jim Strauss Sr.

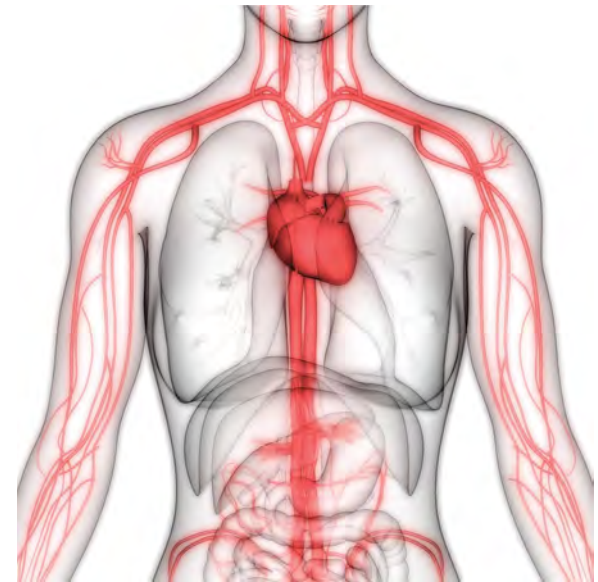
Cardiovascular Disease

- Heart disease and stroke are #1 and #3 causes for deaths among Canadians and Americans, causing more deaths than all types of cancer combined
- Heart disease still remains #1 cause of hospitalization and prescription drug use
- Heart disease and stroke are referred to as “silent killers” because the first symptom or sign, in the majority of cases, is a fatal event
- Women are now at higher risk of dying of heart disease than men
- The main cause of heart disease and stroke development is directly linked to;
 - stress
 - heavy metal toxicity
 - sugar consumption
 - trans-fats
 - generally poor eating habits
 - lifestyle choices
 - lack of circulation
- Briefly, cardiovascular disease is initiated through increased cholesterol and its subsequent oxidation leading to injury of the artery wall. The body responds to the injury with an inflammatory response designed to remove cholesterol from the artery wall. This process becomes dysregulated and ultimately potentiates the progression of cholesterol deposition and vulnerable plaque formation, placing an individual at increased risk of plaque rupture and subsequent heart attack or stroke



Cardiovascular Disease – Blood Vessels

- Heart disease is a disease of the heart's blood vessels, called coronary arteries, which supply the heart muscle with vital oxygen and nutrients
- If the blood flow is restricted or blocked through the coronary arteries; severe damage to the heart muscle often takes place, which then results in a heart attack
- In the majority of cases, the condition that blocks the supply of blood and oxygen is atherosclerosis
- Atherosclerosis is caused by a buildup of plaque containing calcified cholesterol, fatty substances, white blood cell's platelet clumps, cellular waste and inflammation
- These deposits are found on the inner walls of the arteries
- In the case of a stroke, it is a blood vessel in the neck or brain that is blocked, instead of a blood vessel of the heart
- Our main goal should be to prevent premature death
- One of our biggest problems is that our arteries are failing us
- Healthy blood circulation encourages all systems within the body to work efficiently



Cardiovascular Disease - Danger Signs Prior To Or During Heart Attack

Women

- Lightheadedness, dizziness, fainting
- Upper back or chest pressure/pain
- Anxiety/emotional stress or sweating
- Nausea/vomiting
- SOB (Shortness of Breath)
- Unusual fatigue
- Pain in arms, neck, jaw or stomach

Men

- Symptoms usually onset after physical exertion
- Pain in arms, neck, jaw or stomach
- Cold sweat or nausea
- Chest pressure or pain

Risk Factors For Heart Disease And Stroke

- Eating less than 5 servings of fruits & vegetables daily
- Sugar
- Sodium chloride
- Smoking
- Lack of exercise
- Overweight or obesity
- High blood pressure, oxidized cholesterol, diabetes and stress
- Preventing the risk factors reduces chances of death from heart disease and stroke by 88%

Losing The Battle: Why Diet And Exercise Are Not Enough

- Approximately 10 million tons of toxic chemicals are released into our environment by industries each year
- Conventional farming practices
- Pesticides and herbicides
- Steroids, hormones, antibiotics
- GMO foods
- Water
- Modern day stress
- A diet high in trans-fatty acids, refined carbohydrates, and sugar drives the body to create inflammatory chemicals



Clinical Tests

Select A Minimum Of One Test To Establish The Baseline **Then Test Again After 90 Days At 7.5ml Per Day**

Clinical Tests

- LV Ejection Fraction (Echocardiogram)
- Coronary Calcium Score (Heart Scan)
- Carotid Artery Scan (Ultrasound)

Blood Tests

- Myeloperoxidase (MPO)

Myeloperoxidase (MPO) is a pre-event vascular specific marker that measures your body's response to damage in your artery walls and the subsequent formation of vulnerable plaque which is prone to rupture.

Learn more about scientific testing at www.clevelandheartlab.com/providers/the-science/

Clinical Tests

Myeloperoxidase (MPO)

CPT Code **83876**

Sample Type **EDTA Plasma**

Order Code **C133**

Tube Type **Lavender Top**

Description

MPO is a white blood cell-derived inflammatory enzyme and measures disease activity from the luminal aspect of the arterial wall.

Briefly, when the artery wall is damaged, or inflamed, MPO is released by invading white blood cells where it accumulates¹. MPO mediates the vascular inflammation that propagates plaque formation² and activates protease cascades that are linked to plaque vulnerability³. White blood cell activation in the bloodstream, in response to luminal injury of the artery wall including fissures, erosions or a degrading collagen cap, leads to MPO release in the bloodstream. This combination of detrimental effects demonstrates that MPO is actively involved in the progression of atherosclerosis. The Cleveland HeartLab MPO test measures free MPO in the bloodstream.

Clinical Use

The MPO test may be performed on individuals with multiple risk factors for cardiovascular disease, or those with established disease.

Clinical Significance

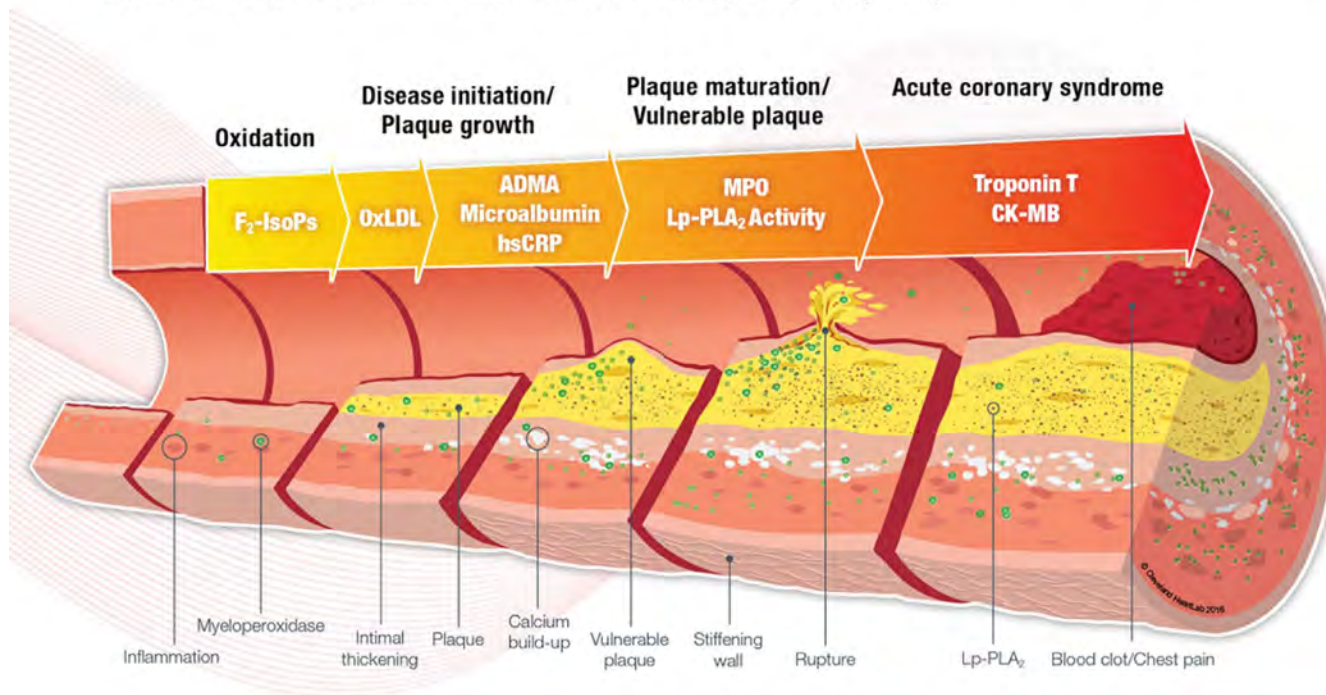
- Elevated MPO levels predict the risk of heart disease in subgroups otherwise associated with low risk^{4,5}.
- Elevated MPO levels independently predict the risk of future cardiovascular events in patients presenting with an acute coronary syndrome^{6,7}.
- Individuals with elevated MPO levels are more than 2x as likely to experience cardiovascular mortality⁸.
- MPO enhances cardiovascular risk prediction when used independently or alongside standard biomarker testing such as hsCRP⁸.
- MPO levels are not likely to be elevated due to chronic infections or rheumatologic disorders due to the fact that free MPO in the blood is a specific marker of vascular inflammation and vulnerable plaque/erosions/fissures.
- The p-ANCA test (anti-MPO antibody test) is not the same as the MPO test performed by Cleveland HeartLab. The p-ANCA test primarily measures the amount of antibodies directed against the MPO protein.



Clinical Tests

Inflammation Testing

Cleveland HeartLab, Inc. offers inflammatory biomarker testing to help practitioners evaluate cardiovascular risk in patients. This group of tests covers a patient's biomarker profile which may result from lifestyle concerns (F₂-IsoPs, OxLDL) to the development of metabolic or cardiovascular disease (ADMA/SDMA, Microalbumin, hsCRP) and formation of vulnerable plaque and increased risk for an adverse event (Lp-PLA₂ Activity, MPO).



Inflammation testing provided by Cleveland HeartLab, Inc. includes the following tests:

- Myeloperoxidase
- Lp-PLA₂ Activity
- hsCRP
- Microalbumin
- ADMA/SDMA
- Oxidized LDL
- F₂-Isoprostanes

These tests are reviewed on the next pages, and can be ordered individually.

Strauss Heartdrops® - Arterial Support

Improves circulation
and blood pressure

Unique herbal blend
to support the
circulatory system

Facilitates arterial
cleansing

A blend of 8 herbs



NPN 80030089

Strauss Heartdrops® are crafted from careful selected herbs that, through generations of experience & hundreds of years of historical herbal usage, have been considered beneficial for the circulatory system, cardiovascular health, and overall vitality.

- Original formula – In marketplace for 40+ years.

Medicinal Ingredients (per ml):

European mistletoe leaf (*Viscum album*) 17.9 mg, **Hawthorn fruit** (*Crateagus laevigata*) 35.8 mg, **Hawthorn leaf & flower** (*Crateagus laevigata*) 2.1 mg, **Motherwort herb top** (*Leonurus cardiaca*) 3.1 mg, **Cayenne fruit** (*Capsicum annum*) 2.4 mg, **Aged garlic bulb** (*Allium sativum*) 435.5 mg, **Bilberry leaf** (*Vaccinium myrtillus*) 1.9 mg, **White willow bark** (*Salix alba*) 1.3 mg.

Non-medicinal ingredients:

water, ethanol, natural cinnamon flavor (for Cinnamon only, not Original).

Dosage:

Adults 1mL - 2.5mL, 3 times daily. Follow Label directions.

For optimum results, take daily for 1 year. Continue with maintenance dosage.

Indications:

Used to promote circulatory system and cardiovascular health in adults, and also aids in some symptoms of Congestive Heart Failure (CHF)

What Are The Synergistic Ingredients Found In Strauss Heartdrops®?

Medicinal Herbs	Per 1 mL	Per 7.5 mL
Aged garlic bulb (S-Allyl Cysteine)	435.5 mg	3266.25 mg
Hawthorn Fruit	35.8 mg	268.5 mg
European Mistletoe Leaf	17.9 mg	134.25 mg
Motherwort herb top	3.1 mg	23.25 mg
Cayenne Fruit	2.4 mg	18 mg
Hawthorn leaf & flower	2.1 mg	15.75 mg
Bilberry leaf	1.9 mg	14.25 mg
White willow bark	1.3 mg	9.75 mg



100ml bottle dropper

225ml bottle dropper

How Do You Take Strauss Heartdrops®?

Directions:

- Shake well and place drops orally, under the tongue, hold for a full minute or two, then swallow, preferably on an empty stomach 15 minutes prior to meals or 1 hour after a meal. As indicated on dropper
- Duration: Daily for 12 months for arterial cleansing. Continue with daily maintenance dosage.
- Dosage: 1mL - 2.5mL, 3x daily (morning, mid-afternoon, bedtime)

Daily Maintenance dosage:

1mL, 3x daily

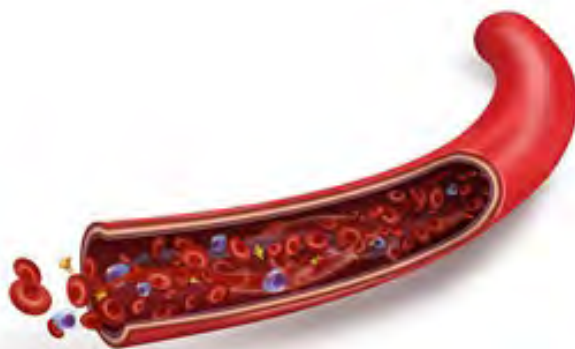
Daily Prevention dosage:

1mL, 3x daily

Strauss Heartdrops® - Arterial Support

- Life is in the blood. Your arteries deliver life to every area, every organ and every cell of your body in the form of oxygenated blood. If your arterial health is suffering, you are suffering
- Returning proper blood flow to areas that were previously restricted can relieve the related symptoms you have been suffering with
- Keeping your arteries open, clear and smooth will have a most profound impact on overall health
- Cardiologists maintain that “you are only as old as your arteries”. They know that arterial aging wears out your brain, heart, kidneys and other organs
- A product with over 1000 personal testimonials
- Proprietary process that yields aged garlic; complete with unfiltered bio-actives

your



Normal artery



Artery with cholesterol build up

Strauss Heartdrops® Ingredient: **Aged Garlic**

- Aged Garlic - with S-Allyl Cysteine, naturally contains sulfur
- Quality controlled (GCMS Verified) and aged with all substituents for highest efficacy
- Known to decrease LDL and triglycerides; emulsifies fats in bloodstream
- Anti-coagulant and anti-platelet aggregation effects, thereby lowering blood pressure
- Increases blood flow to extremities, and aids in atherosclerosis and arteriosclerosis
- Anti-oxidant = Reduces oxidative stress, and thus has anti-inflammatory properties
- Reduces coronary plaques by reducing membrane calcification
- Anti-bacterial, anti-viral, anti-fungal, and anti-microbial



Strauss Heartdrops® Ingredient: **Hawthorn Fruit, Flower, Leaf**

- Lowers high blood pressure by causing blood vessels in the body to relax with stimulation of Nitric Oxide (NO)
- Decreases cholesterol by inhibiting the absorption of dietary cholesterol
- Direct action on heart cells which results in an increase in coronary flow and anti-arrhythmic action, which both aid in heart muscle's efficiency
- Strengthens vascular walls, and also relaxes smooth muscles of arteries, thereby lowering BP
- Antioxidant - reduces oxidative stress



Strauss Heartdrops® Ingredient: **European Mistletoe Leaf**

- Strong immuno-stimulant and cytoprotective - (protects DNA of healthy cells, while destroying non-healthy cells)
- As a vagal nerve tonic, European Mistletoe aids in:
 - Strengthening a weak pulse
 - Slows tachyarrhythmia or enlivens bradycardia
 - Helps angina
 - SOB/Dyspnea
 - Palpitations upon exertion
 - Nerve hyperactivity
- Beneficial in hypertension, CHF, arrhythmia, cardiac weakness, atherosclerosis and vascular inflammation, as well as promotes carbohydrate metabolism as in diabetes
- Vasorelaxant action and vasodilation action due to its promotion of NO
- Contains flavonoids that normalize electrical conduction of heart via *purkinje fibres



* *purkinje fibres* - One of the specialized cardiac muscle fibers, part of the impulse-conducting network of the heart that rapidly transmit impulses from the atrioventricular node to the ventricles.

Strauss Heartdrops® Ingredient: **Motherwort**

- Improves heart function by relaxing CNS, reduces stress hormones and tension
- Contains phytochemicals, having a relaxing effect on smooth muscles, like arterial walls, thereby reducing BP & heart rate
- Cardiotonic
- Prevents heart palpitations
- Prevents blood clots and reduces platelet aggregation
- Mild blood thinning properties



Strauss Heartdrops® Ingredient: **Cayenne Fruit**



- Increases heat units in body and increases permeability in digestive tract, thereby increasing effectiveness of other ingredients it's combined with
- Increases peripheral circulation, especially to capillaries – can be used in Raynaud's Disease and in Diabetes
- Influences venous structure – vasodilates, which reduces blood pressure
- Stimulates peristaltic motion of the intestines and rebuilds stomach tissue
- Powerful cardio-stimulant

Strauss Heartdrops® Ingredient: **Bilberry Leaf**

- Manages blood sugar levels and prevents oxidation of bad cholesterol
- Super food (great source of vit. C), for ocular health because it strengthens capillaries and increases circulation to the eyes
- Strengthens vascular walls, which aids in varicose veins, spider veins and hemorrhoids
- Purifies blood and aids in circulatory disorders such as in venous insufficiency
- Anti-oxidant properties that prevent buildup of plaque in arteries, as in cases of varicose veins and atherosclerosis
- Prevents blood clotting
- Overall, Bilberry has the ability to balance BP



Strauss Heartdrops® Ingredient: **White Willow Bark**



- Anti-inflammatory effects = COX-2 Inhibitor (down regulates inflammatory mediators)
- Contains flavonoids that protect against oxidative stress = anti-oxidant
- Anticoagulant = Blood thinning properties
- Contains trace amount of white willow in this Heartdrops® formula



FAQ: Who Would Benefit From Using Strauss Heartdrops®?

Circulation Related Conditions

Arteries – arteriosclerosis

Bones - osteoporosis, arthritis

Brain - Alzheimer's, stroke

Ears - hearing loss, tinnitus

Eyes - vision loss, retinopathy

Lips and Skin – Blue/Gray color

Genitals - infertility, erectile dysfunction

Heart - atherosclerosis, heart attack

Kidneys - purifies blood, diabetes

Liver - hepatitis, detoxification

Lungs - asthma, COPD, pneumonia

Pancreas - diabetes, cystic fibrosis

Prostate - fertility, BPH, prostatitis

Skeletal Muscles – fibromyalgia

Spinal Cord - back pain, paralysis

Spleen - infection defense, detox

Veins & Vessels - varicose, thrombosis

Factors in Vascular Health

• blood pressure

• chronic stress

• arrhythmia

• arterial plaque

• triglycerides

• diabetes

• oxidized LDL

• high cholesterol

• cold hands/feet

• unexplained fatigue

• rapid/irregular pulse

• high anxiety

• chest pain/pressure

• male impotence

• high blood pressure

• gum disease

• irregular heartbeat

• lightheaded/dizziness

• weak grip strength

• Frank's sign (earlobe creases)

* Some individuals have silent coronary heart disease (CHD) with no prior signs or symptoms.



FAQ: **Who Should Not Take Strauss Heartdrops®?**

- Pregnant, breastfeeding mothers
- Children under age twelve should not take Strauss Heartdrops®

FAQ: **Are there any side effects or contradictions when using Strauss Heartdrops®?**

There are no notable contraindications with medications.

However, we do recommend that you leave 2 hours between taking medications. In some cases, your prescription may require a dose adjustment.

Please work with your health care practitioner with regards to your specific situation.

Please read the product label for complete directions of use.

Merchandising & Category Placements

Cardiovascular & Circulation Health

- Support your arteries, heart and kidney's for ultimate cardiovascular care!
- Cardio Calm can be placed in both Stress & Cardiovascular sections



Urinary & Hormone Health

- Support the urinary system for optimum kidney, bladder and prostate control!
- Hormone Balance and Menstrual Support for Women



Immune, Respiratory & Digestive Health

- Support strong immune, respiratory and digestive function!
- Travel Bug can also be placed in the Digestive Care section due to Ginger





Contact Us

Hours:

Monday to Friday, 8:30am - 5pm Pacific
Closed on statutory Canadian holidays

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Feel better with Strauss.

