

# Herbs America Inc.

Direct from the Source™

PO Box 446  
Murphy, OR 97544  
541-846-6222

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[www.Herbs-America.com](http://www.Herbs-America.com)



Amazon Therapeutics™ and Maca Magic® are manufactured by

**Herbs America Inc.**

**Maca  
Magic®**



## What's new for 2020?!

*Our company was borne in the spirit of botanical exploration! Discover herbs that rival CBD for relaxation. Find rare botanicals direct from Peru, Brazil, Bolivia and Ecuador.*

Since 1985, we've been exploring the world for rare fruits, traditional foods and botanical medicines. We've now made over twenty expeditions in the Amazon Jungle. Today, Herbs America works directly with botanists, tribal leaders, universities and laboratories to cultivate and research traditional medicines which are found to be beneficial for both humans and the land.

Our goal is to bring equitability to small farmers and to support indigenous populations in a joint effort to preserve the environment and agrarian economies.



Guayusa Whole Leaf- Ecuador, 1994

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Direct From The Source™: A Pharmacopeia of Amazonian Botanicals™

## Maca Meets Mighty Mouse: A 2,000 Year-Old Herb Resprouts in the Andes

Ever since the Spaniards melted down Inca gold and sailed out of Peru, Maca (a rare but powerful little tuber of the radish family) had been hidden away at 14,000 feet elevation in the Andes mountains, teetering on the verge of extinction. Once grown by the Inca to boost physical energy and increase sexual abilities in both men and women, this complex 'tiny-turnip' and 200 test mice were about to startle the medical community.

"Dead mice don't lie. Neither do the Super mice", said Dr. Fernando Cabieses, a renowned Peruvian researcher and medical anthropologist.

"Raw and cooked Maca root, that's all we gave the little mice to eat. We let them eat as much as they could, then we fasted them, and then we let them eat some more." (Continued on Page 2)



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— Direct from the Source™ —

(Continued from cover)

What made sense for Dr. Cabieses, who was working on a limited budget in Peru, was to do what researchers have done for centuries. By feeding the mice pure Maca root and its extracts, then putting the mice into stressful situations, his research team were able to measure levels of athletic energy, resistance to cold, and stress. It wasn't exactly like a dog show. It was unusual punishment to prove a point. Using a stop watch, they calculated the results.

"The Maca Mice showed only low levels of neurosis when compared to the non-Maca control group" according to an associate of the good Doctor. The non-maca mice were 'restless and unable to breed'. While the Maca group, it was reported, remained 'cheerful' and continued to engage in sex with fervor'. Not bad for a radish.

These were the early days of Maca research, but it was not so early at all. The majority of testing on Maca root was carried out just since 1997. And, according to the prestigious peer-reviewed medical journal, *Urology*, in April of 2000, Dr. Cabieses wasn't far off base. *Urology* reported that Maca tripled the libido of the little mice.

*"Yes, in a three-hour period, the mice mated 67 times instead of the usual 16."*

Maca also improved their resistance to disease, increased their resistance to cold and pushed their physical stamina up by 100%. They swam twice as long in pools of water.

That's when Maca raised eyebrows in the pharmaceutical community. But what was a boon for Peruvian farmers was to become the stumbling block for Bio-Medicine corporations. Maca is a 'world heritage' plant developed by the Inca and pre-Colombian cultures more than 2,000 years ago. Its historical significance has been embroidered into the fabric of Peruvian culture, was chronicled by the early Spanish missionaries, embedded into ancient pottery, and was thought to have been part of elaborate ceremonies. As a cultivated plant, native only to one small valley of Peru and extinct in the wild, maca had been handed down through each generation like an heirloom jewel, impossible for medical corporations to patent.



Mila Lazo of Herbs America with Dr. Fernando Cabieses, surgeon and author of over 20 books on natural healing.

*"In the haze of the Viagra craze, Maca was orphaned by the big money who pretended the magic of Maca would tarnish like another piece of Peruvian folklore instead of becoming proven by science."*

In this case, only traditional Peruvian farmers and a few poor universities in Peru, who could barely afford to keep their lights turned on, kept the faith. But soon, millions might get turned on. Reports of Doctor Cabieses and his work spanned the Pacific and reached deep into mainland China.

Studies conducted at Shenyang Medical College and the Chinese Academy of Preventative Medicine in Beijing, isolated and named three novel alkaloids found only in Maca root. These tests concluded that the new alkaloids were responsible, in part, for the uplift in mood and increase in endurance levels which are attributed to Maca root.

While Dr. Cabieses and his team had credited the energizing properties of Maca to the high quantity of the amino acid lysine – which is said to help regulate fertility in women – and to a readily available form of L-arginine (part of a synergistic branchchain amino acid complex responsible for a boost to the male reproductive systems), it is now thought to be more probable that all these compounds work synergistically to charge Maca with its powers.

What's more, Maca is loaded with 18 essential amino acids and 6 sterols, which are said to lift people's moods and help with fatigue. As a tasty, dried powder, Maca is easily added to milkshakes, cereals or juices to become part of a regular diet. Many athletes depend on it. Today, powdered Maca and liquid extracts are emerging as a popular adaptogen. For some men and women, it's an effective fertility tonic.

Since the results of the Chinese test studies were published, many across North America are offering their own testimonials, reporting revived stamina, making '60 feel like 16 again'.

*Jerome Black, Ethnobotanical Researcher*

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## YACON (*Smallanthus sonchifolius*)

### Delicious, Low-Glycemic Sweetener!

Grown in the Andes for generations by the Inca and their descendents, Yacon is related to sunflowers, with large, succulent tuber roots that have a juicy, watermelon-like flavor. From this we produce an exceptionally sweet syrup which can be used like honey or maple syrup.

Its been 35 years since we sold our first Yacon plants across the USA. Many companies offer low-quality or adulterated Yacon at cheaper prices, but at Herbs America, we do not compromise in the quality of our Yacon. Enjoy knowing you are getting 100% Pure Yacon- Direct from the Source™!

**Rich in Fructooligosaccharides (FOS). Exceptionally sweet and low glycemic index! Organic certified.**

[Organic Yacon Syrup \(11.5 oz\)](#)

[Organic Yacon Syrup \(1 L\)](#)



**Raw Maca Root Powder**

[3.5 oz](#)  
[1.1 lb](#)

[7.1 oz](#)  
[2.2 lb](#)

## MACA MAGIC® (*Lepidium meyenii*) Superfood of the Inca™

Grown high in the Andes Mountains of Peru, Maca has been used by the Inca and Peruvian cultures for more than 1,500 years. Maca root was domesticated during the pre-Inca period around 3800 B.C., with primitive cultivars of Maca being found in archaeological sites dating back to 1600 B.C. It continued to be cultivated by the Inca centuries ago as a valuable, nutritious dietary staple and adaptogen. For the Andean Indians today, Maca root is still a valuable commodity. It is also an important staple in the diets of the indigenous peoples, as it has one of the highest nutritional values of any food crop grown in the region.

For maximum health benefits, our Organic Maca powder is a blend of a multitude of Maca root colors found naturally in each harvest.

**100% Pure & Organic with Zero Additives!**

## CAMU CAMU (*Myrciaria dubia*)

This wild jungle berry is one of the highest recorded sources of vitamin C (more than oranges or lemons, and higher than acerola fruit). The fruit also contains natural rutin and bioflavonoids. Camu Camu Mega-C™ contains trace elements such as iron, phosphorus, beta carotene, calcium, vitamins B1, B2 and B3, as well as a comprehensive complex of minerals and amino acids. This species occurs abundantly wild in swamps along rivers and lakes in Peru, Amazonian Brazil and Venezuela. During the rainy season, the trunk and lower branches are submerged for long periods of time. Our tasty, whole powders, derived from this berry are perfect for smoothies and juices.

[Camu-Camu Mega-C Powder \(3 oz\)](#)  
[\(Colorado™ Red or Rosado™ Pink\)](#)

[Camu-Camu Mega-C Powder \(1 lb\)](#)  
[\(Colorado™ Red or Rosado™ Pink\)](#)

[Camu-Camu Mega-C Organic Capsules \(Red, 60 ct\)](#)



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## SACHA INCHI (*Plukenetia volubilis*)

**Omega Magic™!**

**One of the Superfoods of the Amazon!**

The virtues of Sacha Inchi have been known by the indigenous peoples of Peru for many generations. Long revered as the “Inca Nut”, lithographs recovered from Incan pottery suggest a tradition of Sacha Inchi use that extends back a thousand of years.

An analysis of the essential fatty acid (EFA) profile of Sacha Inchi reveals balanced lipids with significant amounts of Omegas 3, 6 and 9. Sacha Inchi also boasts additional nutritional assets, including a broad spectrum of essential and non-essential amino acids. Sacha Inchi seeds produce an extraordinary quantity of oil, yielding nearly 50% of their initial mass as high-quality, raw oil. Our Omega Magic™ Sacha Inchi Oil is extracted through a cold-press process without using heat or chemicals.

**100% Raw, Extra Virgin and Organic!**

[Sacha Inchi Nuts \(1 lb\)](#)

[Organic Sacha Inchi Oil \(8.5 oz\)](#)

**New Labels!**

## Amazon Therapeutics™ Has a Bold New Look!

**Thanks for working with us as we rebranded our labels!**

Colors: The Amazon's vivid colors enlighten our journey through the land of traditional Amazon Medicine.

Logo: Our bird logo stands for the preservation of the rainforest and upholding intellectual property rights of native healers and their traditional medicines.

Product Name: Our name bar & label will include the common name for the product and the botanical name, according to FDA standards.

**Clean Appearance & Easy To Read Design!**  
**Same Superior Quality!**



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## CHANCA PIEDRA (*Phyllanthus niruri*)

Also Known as Stone Breaker

### Supports Healthy Liver & Kidney Function\*

Famously known as “Stonebreaker”, this herb grows in the tropical rainforests of the Amazon. It can reach 30-60 cm in height and has yellow flowers. We prepare our Stone Breaker extract from the dried leaves of the Chanca Piedra plant sourced directly from Peru.

[1 oz Extract](#)

[2 oz Extract](#)

[4 oz Extract](#)



## DRAGON'S BLOOD (*Croton lechleri*)

Also Known as Sangre de Grado

### Supports Healthy Gastrointestinal Function\*

Dragon's Blood, also known as Sangre de Grado, comes from a medium-size tree that grows in the upper Amazon region of Peru, Ecuador and Columbia. When the trunk of the tree is tapped, a dark red, sappy resin oozes out of the trunk, earning its name. The first recorded use of Dragon's Blood or Sangre de Grado dates back to the 1600's, when Spanish naturalist and explorer, Padre Bernabe Cobo, found that the sap was widely known throughout the indigenous tribes of Mexico, Peru and Ecuador. Scientists have attributed many of the biologically active properties of the sap to two main “active” constituents: an alkaloid named taspine and a lignan named dimethylcedrusine.\*

[1 oz Extract](#)

## GRAVIOLA (*Annona muricata*)

### Supports Healthy Cell Function\*

Graviola is a small, upright evergreen tree with large, glossy, dark green leaves. It produces a large, edible fruit that is yellow-green in color, and has white flesh inside. Graviola has a long, rich history of indigenous use as an herbal medicine. Each part, including the bark, leaves, roots, fruit and fruit seeds hold different therapeutic properties. The chemical components of Graviola leaves have been a focus of research. Most of the research focuses on components called Annonaceous acetogenins, which are only found in the Annonaceae family (to which Graviola belongs). We prepare our Graviola Extract from the dried leaf of the Graviola plant, sourced directly from Peru.

### WILD HARVEST

[1 oz Extract](#)

[2 oz Extract](#)

[4 oz Extract](#)

### ORGANIC

[1 oz Extract](#)

[2 oz Extract](#)

[4 oz Extract](#)



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