



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

CARDIO CALM - DROPS -TM



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All Strauss education material is available at strausslearn.ca/

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,
Jim Strauss Sr. & Peter Strauss

Strauss Cardio Calm Drops™



A blend of 7 herbs

NPN 80129358

Medicinal Ingredients (per ml):

Hawthorn fruit (Crateagus laevigata) 317.7 mg

Skullcap aerial (Scutellaria lateriflora) 85.0mg

Hawthorn leaf & flower (Crateagus laevigata) 31.8 mg

European mistletoe leaf (Viscum album) 31.8 mg

Cayenne fruit (Capsicum annum) 2.0 mg

Indian sarsaparilla root (Hemidesmus indicus) 38.6mg

Peppermint leaf (Mentha x piperita) 35.2 mg

Non-medicinal ingredients:

water, ethanol, glycerine, spearmint flavouring

- Can be combined with Strauss Heartdrops – highly recommended.

Recommended Use or Purpose:

- To help relieve restlessness and/or nervousness (calmative)
- To help maintain and/or support cardiovascular health in adults

Indications:

Used to help cardiovascular health and balance irregular heart rates, strengthens heart muscle contraction while calms nerves associated with heart.

Dosage:

Adults take 1-3 mL (20-60 drops), 3 times daily

For best results use for 2-3 months consecutively and in combination with Heartdrops.

Cardio Calm Drops™ Ingredient: **Hawthorn Fruit, Leaf & Flower**

- Hawthorn fruit, flower and leaf – traditionally used to strengthen and invigorate heart and circulatory function
- It is mildly sedative, analgesic, antispasmodic, antiarrhythmic, diuretic, hypotensive, vasodilatory, and cardiotonic actions
- Also reduces resting diastolic BP and anxiety
- Indicated for use in beginning stages of cardiac insufficiency and in cases of heart attack prevention
- Dissolves arterial plaques, increase force of pump and lengthens refractory period, which helps improve exercise tolerance in patients with CHF stage B



Cardio Calm Drops™ Ingredient: **Skullcap Aerial**



- Mild sedative properties = calms CNS (central nervous system) and ANS
- Increases mitochondrial energy = ATP within cells
- Strengthens, supports and calms CNS
- Contains flavone baicalein which has shown to have cardioprotective effects
- Shown to improve intermittent pulse attributed to nervous system

Cardio Calm Drops™ Ingredient: **Indian Sarsaparilla Root**

- Blood thinner -- due to its coumarin compounds
- Eliminates excess salts, fats, toxins and water out of the body, thereby purifies blood which in turn, lessens kidney workload = reducing strain on kidneys and liver
- Anti-inflammatory
- Cardiotonic, diuretic and anti-bacterial properties
- Soothes nerves
- Synergistic = thought that the saponins contained in sarsaparilla increase bioavailability and absorption of other herbs in the formula



Cardio Calm Drops™ Ingredient: **Peppermint Leaf**

- Anti-inflammatory -- contains Rosmarinic acid, which has been shown to block inflammation
- When a small amount of menthol is taken, as in peppermint leaf, it relaxes tension and has been shown to lower BP slightly
- Soothes muscle and nerve pain
- Diuretic properties
- Antibacterial



Cardio Calm Drops™ Ingredient: **European Mistletoe Leaf**

- Strong immunostimulant 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



Cardio Calm Drops™ 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



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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TRUSTED FOR OVER 40 YEARS.
Feel better with Strauss.

