

Herb Huggers



Plant Medicine

OBSESSED



#HerbHuggers



Healing is inherently rooted in Nature

At St. Francis Herb Farm, we work obsessively with nature to understand, nurture, and extract its healing compounds.

We are herbalists. But not your average herbalists. We are multigenerational herbal artisans who have spent 30+ years researching and cultivating our knowledge and trade. We are obsessed with herbs and the wisdom they unlock in our bodies to heal and nourish naturally. We believe that the whole plant is special and that there is a unique way of getting the best out of it. That is why we created our Holistic Herb Approach™, which customizes our method to each plant.

We are also farmers. Proudly Canadian organic farmers who believe in a wholesome back-to-basics way of living. We would never give you something we would not give our own family. The farm is where we work and where we live. It is our way of life.

And we are family people who love our community and believe in an enriching way of life that supports both.

For over 30 years, our family has been driven by cultivating and extracting the finest quality herbs available, so that you can feel the difference of well made plant medicine.

Welcome to our Farm.



Cover photo: Fresh-picked Yarrow flowers at St. Francis Herb Farm, Barry's Bay, Ontario, by Madison Giesbrecht.

Herb Huggers is published by St. Francis Herb Farm, printed in Canada on FSC-certified paper. © St. Francis Herb Farm, Inc.

Deep Immune:

a highly effective adaptogenic way to stay healthy year round

BY DR. TERRY VANDERHEYDEN, ND, RH | PHOTO BY SHUTTERSTOCK

Winter, with its spectrum of flu and colds, is the time during which our bodies must adjust to challenges and stresses. But it's not just about winter, it's a year round solution.

Here at St. Francis Herb Farm, Deep Immune is our defining hallmark formula year-round, precisely because it is the ideal general purpose protective tonic. Endowed with unique

therapeutic characteristics, it draws on at least three classic understandings of the role of herbal remedies in preserving good health.

Firstly, Deep Immune

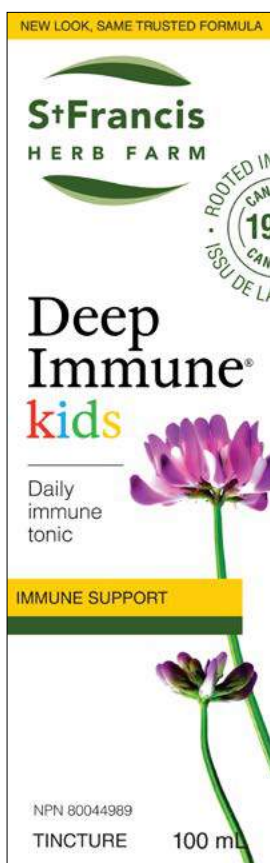
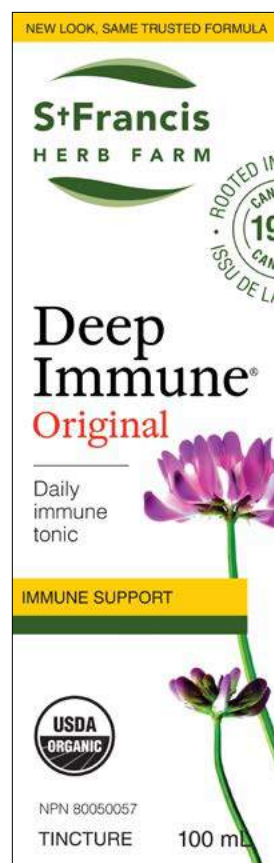
consists of herbs with a long pedigree in the Chinese tradition of defensive *qi*, which views disease in military terms as an invading force that needs to be repelled.

Deep Immune combines these defensive herbs to address the various critical body systems that are related to immunity. Astragalus and reishi are general tonics, as

well as lung and heart-tonifying herbs, for example, while schisandra is both a general tonic and a liver protectant. Codonopsis and eleuthero play their roles as first class general tonics. At the same time, white atractylodes improves the digestion of food and the absorption of nutrients. For its part, ligustrum is foundational in this formula and relates to the building of yin energy, as well as tonifying the circulatory system and eyes. Licorice is considered both a general tonic, and “the great harmonizer” in traditional Chinese medicine, amplifying the healing qualities of all the ingredients.

These herbs are prepared in the Western fashion, as tinctures, made primarily with alcohol and water. Deep Immune represents a marriage of Eastern and Western traditions.

There is, moreover, a third aspect of Deep Immune that gives it an additional distinctive therapeutic signature, one that aligns perfectly with its intent as a formula. Nearly all the herbs



This spread, left: St. Francis Herb Farm's Deep Immune® is an award-winning, best-selling formula that's also available in Kids and Licorice-Free versions. Right: Astragalus, here photographed in full bloom, is one of the key adaptogens in Deep Immune®.



in Deep Immune are what are known as adaptogens, a self-evidently descriptive term that was coined by Russian researchers working in the 1940s and 1950s.

Simply put, adaptogens are plant remedies that help the body adapt to stress and push back against fatigue. They act, in fact, very much in the fashion of a thermostat, constantly working to bring the body into a state of homeostasis or balance by stabilizing its physiological processes.

Adaptogens are characterized by a non-specific activity, which is to say that they increase the body's general resistance to harmful environmental agents, whether they be biological (e.g. infections), chemical (e.g. pollution), or physical (e.g. the extremes of temperature, like a Canadian winter).

Over time, researchers have established adaptogens as a new class of nontoxic metabolic regulators that reduce the ill effects of stress and fatigue

“They [adaptogens] enhance the vitality and functioning of all the major body systems and organs—the heart, circulation, metabolism, the immune system, digestion, the brain, and the reproductive system.”

“The upshot is that adaptogens can function as preventers of disease, and have even been called ‘medicine for healthy people.’”

by reducing the reactivity of the body's defensive systems, particularly the HPA axis (i.e. hypothalamus-pituitary-adrenal axis), which controls the hormonal response to stress.

In helping the body cope with physical, emotional, and mental stress, adaptogens have what amounts to a remedial

effect and carry a host of benefits. They enhance the vitality and functioning of all the major body systems and organs—the heart, circulation, metabolism, the immune system, digestion, the brain, and the reproductive system, to name the most obvious. The upshot is that adaptogens can function as preventers of disease, and have even been called “medicine for healthy people.”

Which is precisely why it makes sense for these types of healing herbs to be used year-round as general tonics and to prevent stress-related illness. | HH



Terry Vanderheyden is a naturopathic doctor and registered herbalist with a practice in Barry's Bay, Ontario and works as a medical consultant and formulator for St. Francis Herb Farm.



Women's health

Nature's holistic medicine

BY DR. BRIANA LUTZ ND, RH | PHOTOS BY MADISON GIESBRECHT



More and more women are turning to natural medicine to help alleviate their menstrual concerns and take control of their hormonal health. Herbal medicine has the unique ability to not only reduce cycle-related symptoms but also to resolve the underlying hormonal issue that is causing symptoms in the first place.

Herbs are an effective, safe and gentle option to restore hormonal balance and address some of the most common menstrual irregularities.

Cycle irregularity

An optimal cycle is roughly 28 days, with natural variation of plus or minus 1-2 days. Irregular cycle length can happen for a number of different reasons and a large deviation of cycle length can suggest a hormonal imbalance. Thyroid problems, polycystic ovarian syndrome, estrogen deficiency from malnutrition or over-training, lack of ovulation, or stress, to name a few causes, can alter cycle length, making women spot or bleed more frequently, or cause missed periods altogether. It is important to identify the cause of the irregular cycles, and a daily tonic may be considered throughout the cycle to correct the issue.

Chastetree (*Vitex agnus-castus*) can be a useful herb for irregular cycles, as it acts as a great hormone “normalizer”. It works at the level of the brain to tell our ovaries to develop

a follicle and also to ovulate, both of which are important to help restore normal hormonal fluctuations throughout the cycle for an optimal cycle length.

Painful periods and heavy bleeding

Pain-free periods are possible. Menstrual cramps are typically caused by inflammatory chemicals called prostaglandins, with higher levels contributing to increased cramping and pain. The aptly named herb Crampbark (*Viburnum opulus*) is an effective anti-spasmodic, meaning it can lessen the frequency and severity of menstrual cramps as they occur. Crampbark can be taken leading up to, and during, the time menstrual cramps occur.

Heavy or flooding periods can be an inconvenience for many women that could be related to an existing hormonal imbalance, or caused by a hormonal transition such as after pregnancy or in perimenopause. Astringent herbs have a drying effect in the body, and Shepherd’s purse (*Capsella bursa-pastoris*) is an astringent

herb with “tissue specificity” in drying and toning the uterus. A formula such as Regular Flow (formerly Capsella Combo) is a combination of uterine tonics and astringent herbs that reduce menstrual bleeding and help tone and strengthen uterine tissue.

Estrogen excess

Estrogen needs to be in a harmonious balance with progesterone. One of the main causes of “estrogen dominance” is an excess of estrogen. Excess estrogen can cause menstrual cramps, heavy bleeding, clots, painful breasts, bloating, and PMS. It can often be the cause behind large cysts and fibroids and can put one at risk for hormone-dependent cancers, including breast cancer.

To rid the body of excess estrogen, we must ensure estrogen elimination routes are functioning optimally, including liver detoxification pathways, and healthy digestion with regular bowel movements. The liver is instrumental when it comes to hormone metabolism, including phase I and II detoxification, and estrogen

“Chastetree (*Vitex agnus-castus*) can be a useful herb for irregular cycles, as it acts as a great hormone “normalizer”.”

Photo: Valerian field in full bloom at St. Francis Herb Farm, Barry’s Bay, Ontario.



This spread, left: St. Francis Herb Farm's Menopause Support helps relieve symptoms associated with menopause, while PMS Support helps relieve premenstrual symptoms. Right: Team member working in a field of Valerian at St. Francis Herb Farm, Barry's Bay, Ontario.

Perimenopause

Symptoms associated with perimenopause include hot flashes, night sweats, sleep disturbance, mood change, difficulties losing weight, low libido, and vaginal dryness, to name a few. Phytoestrogens, as mentioned earlier, have been shown to be useful to offset the symptoms of estrogen withdrawal that

systems pick up the slack.

The adrenal glands that make our stress hormones (cortisol, epinephrine and norepinephrine) become the predominant source of estrogen and progesterone production. Thus, this hormonal transition is an opportunity for women to look to their adrenal function and, specifically, what could be affecting cortisol production, including poor sleep, inflammation and lifestyle stress. Herbal adaptogens create more resilience and vitality within the body, allowing our stress hormones (cortisol) to be more effective at receptor sites, reducing adrenal burden and allowing for optimal estrogen production in the adrenals to mitigate symptoms of estrogen decline.

St. Francis Herb Farm has herbal formulations and a wide array of herbal singles to help you achieve hormonal balance and make menstrual symptoms become a thing of the past.

Learn more at stfrancisherbfarm.com. | HH

specific pathways. To increase liver function and offer gentle detoxification, one may consider Milk thistle (*Silybum marianum*) as a daily liver tonic. Healthy digestion also includes a robust, diverse microbiome to rid the body of estrogen, and is essential to convert and utilize plant compounds called phytoestrogens. These plant estrogen-like compounds will bind weakly to estrogen receptors, blocking the effects of too much estrogen, such as occur in estrogen excess, or increasing the action of low estrogen, such as occurs in menopause. Phytoestrogenic herbs include flax, soy, hops, red clover, licorice, and kudzu.

accompany menopause and also preserve tissues that estrogen protects, including the brain, heart, and bones. This reduces the risk for dementia and cognitive decline, cardiovascular disease and stroke, and fracture associated with bone loss.

Identifying and addressing any menstrual issues and hormone imbalances prior to menopause can smooth the transition through this hormonal shift. Further, as ovarian reserves dwindle, and ovarian production of estrogen slows, other bodily

Dr. Briana Lutz, ND, RH, is a naturopathic doctor in Edmonton, Alberta who delivers naturally focused medical treatment with a special interest in women's health and hormones. With an expertise in botanical medicine, she educates on the clinical application of herbs as a Medical Consultant for St. Francis Herb Farm.



“The liver is instrumental when it comes to hormone metabolism, including phase I and II detoxification, and estrogen specific pathways.”

Our map of herbal formulas

Confused by herbal medicine? Our comprehensive collection of symptom-specific herbal formulas, as well as single tinctures, makes it easy.



St. Francis Herb Farm herbal medicines are based on a deep understanding of herbs. Our founders developed the recipes during a lifetime of hands-on study that began over 30 years ago, with a number of renowned herbalists. Today, that tradition continues with a team of medical advisors led by Dr. Terry Vanderheyden, a doctor of naturopathic medicine and registered herbalist. They are involved in both formulation and education. | HH



SLEEP SUPPORT	STRESS + ENERGY	WOMEN'S HEALTH		SINGLES	
ValeriCalm®	Strest®; PhytoThyro®	Cala Gel; Regular Flow (Capsella Combo); Menstrual Tonic (Dong Quai Combo); Menopause Support (Vitex Combo); PMS Support (new); UTI Clear (Uritrin®); Breast Oil (Mastos)		Ashwagandha; Milk Thistle; American Ginseng; California Poppy; Goldenseal; Lemon Balm; Milky Oat Seed; Motherwort; Passion Flower; Reishi; Valerian; Yellow Dock, and more	
 <p>NEW LOOK, SAME TRUSTED FORMULA</p> <p>S+Francis HERB FARM</p> <p>ValeriCalm® SLEEP TONIC</p> <p>WITH CHAMOMILE, PASSION FLOWER, AND CALIFORNIA POPPY</p> <p>Helps relieve nervousness</p> <p>SLEEP SUPPORT</p> <p>USDA ORGANIC</p> <p>NPN 80037929 TINCTURE 100 mL</p>	 <p>NEW LOOK, SAME TRUSTED FORMULA</p> <p>S+Francis HERB FARM</p> <p>Strest® ADRENAL TONIC</p> <p>WITH RHODIOLA, ASHWAGANDHA, AND HOLY BASIL</p> <p>Promotes a calm state of mind</p> <p>STRESS + ENERGY</p> <p>USDA ORGANIC</p> <p>NPN 80049284 TINCTURE 100 mL</p>	 <p>NEW LOOK, FORMALLY VITEX COMBO</p> <p>S+Francis HERB FARM</p> <p>Menopause Support MENOPAUSE TONIC</p> <p>WITH DONG QUI, BLACK COHOSH, AND RHODIOLA</p> <p>WOMEN'S HEALTH</p> <p>Helps relieve menopause symptoms</p> <p>USDA ORGANIC</p> <p>NPN 80040805 TINCTURE 100 mL</p>	 <p>S+Francis HERB FARM</p> <p>PMS Support VITEX COMPLETE</p> <p>WITH CHASTETREE, BLACK COHOSH, AND BURDOCK</p> <p>WOMEN'S HEALTH</p> <p>Helps relieve premenstrual symptoms and normalize hormones</p> <p>USDA ORGANIC</p> <p>NPN 80040805 TINCTURE 100 mL</p>	 <p>NEW LOOK, SAME TRUSTED FORMULA</p> <p>S+Francis HERB FARM</p> <p>Milk Thistle LIVER PROTECTANT</p> <p>Helps support liver function</p> <p>USDA ORGANIC</p> <p>NPN 80049698 TINCTURE 100 mL</p>	 <p>S+Francis HERB FARM</p> <p>Goldenseal Hydraste du Canada HYDRASTIS CANADENSIS</p> <p>USDA ORGANIC</p> <p>NPN 80049698 TINCTURE/TINCTURE 100 mL</p>

THERAPEUTIC BODY CARE	DAILY ORGANIC SKIN CARE	ALLERGY	CIRCULATORY HEALTH		
Calendula Salve; Skin Healing (Red Clover) Salve; Ear Oil; Tea Tree Oil; Castor Oil; Calendula Vitamin E Cream	Clear Skin (Clear Glow®); Argan Oil; Golden jojoba Oil; Marula Oil; Night Oil; Pomegranate Oil; Rose Hip Oil	Allergy Relief (with Deep Immune®); Clear Sinus (Origanum Plus® capsules)	HeartBeat®; Vein Tonic (Veinasis)		
 <p>NEW LOOK, SAME TRUSTED FORMULA</p> <p>S+Francis HERB FARM</p> <p>Skin Healing Salve RED CLOVER PLUS</p> <p>WITH CALENDULA</p> <p>Relief for psoriasis, eczema, & rashes</p> <p>THERAPEUTIC BODY CARE</p> <p>USDA ORGANIC</p> <p>NPN 80034453 SALVE 60 mL</p>	 <p>NEW LOOK, SAME TRUSTED FORMULA</p> <p>S+Francis HERB FARM</p> <p>Calendula Oil SKIN HEALING</p> <p>Helps heal skin injuries and inflammation</p> <p>THERAPEUTIC BODY CARE</p> <p>USDA ORGANIC</p> <p>NPN 80023931 OIL 50 mL</p>	 <p>NEW LOOK, SAME TRUSTED FORMULA</p> <p>S+Francis HERB FARM</p> <p>Pomegranate Oil SKIN REJUVENATOR</p> <p>Body oil for skin enhancing and firmness</p> <p>DAILY ORGANIC SKIN CARE</p> <p>USDA ORGANIC</p> <p>NPN 80034453 OIL 50 mL</p>	 <p>NEW LOOK, SAME TRUSTED FORMULA</p> <p>S+Francis HERB FARM</p> <p>Rose Hip Oil SKIN ENHANCER</p> <p>Skin cell and collagen regeneration</p> <p>DAILY ORGANIC SKIN CARE</p> <p>USDA ORGANIC</p> <p>NPN 80034453 OIL 50 mL</p>	 <p>NEW LOOK, SAME TRUSTED FORMULA</p> <p>S+Francis HERB FARM</p> <p>Allergy Relief WITH DEEP IMMUNE®</p> <p>WITH PRICKLY ASH, NETTLE, AND POMEROINATHICS</p> <p>Alleviates symptoms of seasonal allergies</p> <p>ALLERGY</p> <p>USDA ORGANIC</p> <p>NPN 80055389 TINCTURE 100 mL</p>	 <p>NEW LOOK, SAME TRUSTED FORMULA</p> <p>S+Francis HERB FARM</p> <p>HeartBeat® CARDIOVASCULAR TONIC</p> <p>WITH REISHI, GAYLARDIA, AND HAWTHORN</p> <p>Supports peripheral circulation</p> <p>HEART HEALTH</p> <p>USDA ORGANIC</p> <p>NPN 80026782 TINCTURE 100 mL</p>

Our Holistic-Herb Approach

PHOTOS BY MADISON GIESBRECHT, GABE RIVETT-CARNAC

As multi-generational herbal artisans, our experience and respect for traditional herbalism has taught us that the wisdom of nature, and of plant medicine, cannot and should not be isolated to one part of the plant. Each herb has a part that provides us with the most benefit. For some it's the leaves, for some the roots, and for some it's the flowers.

Further, there is a unique way to harness the power of most medicinal parts so that we feel the most benefit. That is why we created and perfected our Holistic-Herb Approach™, to get the most out of nature so that you can feel your best.

It all starts with a well-grown herb!

Organic Farming—organic farming is much more than just banning the use of pesticides and synthetic fertilizers. Rather it is a holistic approach to growing the plants that looks at elements such as sustainability, soil fertility, and biological diversity. In addition to our organic farm in Barry's Bay, we work with local Canadian organic farmers, so that our products start with the best herb possible.

Decades of wisdom have taught us what to do with these herbs

Craft—some herbs extract better brought in fresh from the field, some herbs extract better when dried. There are many variables that are part of our processes, and we accommodate for each one, including temperature control, length of maceration, and methods of extraction, to name a few. When it is time for a herb to be extracted, we set up our entire operation to best suit the needs of that herb. We have perfected this craft through ongoing reference to traditional herbal texts and decades of experience.

Science is used to optimize the process

Science—analytical testing allows us to take our farming practices and craft and validate that they are in fact coming



Photographed at St. Francis Herb Farm in Barry's Bay, Ontario. Clockwise from left: selection of fresh-picked herbs, herbs in the greenhouse, field of tall marshmallow, drying lemon balm, California Poppy in bloom, all by Madison Giesbrecht; calendula in the process of drying, by Gabe Rivett-Carnac.

together as we intend, to give you the best herbal product. We have an ongoing partnership with the Biopharmaceutical Department of the University of Ottawa to assess these variables and ensure processes that result in an optimal extract.

We call this our Holistic-Herb Approach™ because the quality of the extract is defined not by the amount of a particular active ingredient, but rather the care and intention around sourcing of high quality herbs, as well as mastering the variables within the extraction process, which is then supported by assay testing that indicates the breadth and richness of the extract.

This is the foundation of well-made plant medicine. | HH



Welcome



TO OUR FARM



Meet Paul and Caitlin Rivett-Carnac

Q: Tell us the story of how St. Francis Herb Farm came to be?

A: Right from the outset, St. Francis Herb Farm was the first Canadian company in the herbal industry to identify its products as being truly organic. We were organic long before organic was in.

Our founders, my parents Monique and Jeremy, came into herbalism, each in their own way. My mom trained with master herbalists and planted trees to support herself before managing the first and only herbal store in Victoria, B.C. My dad worked in a nursery and studied herbalism at different herbal colleges in Canada and the US.

In 1988, my parents moved from Vancouver Island to Ontario in search of affordable farm land—and St. Francis Herb Farm was born. It was in a beautiful spot, ideal for growing herbs, manufacturing quality products, and of course raising a family of three kids. It was a wonderland for us as kids. We loved the freedom of the outdoors and the space to run wild, drive tractors, and build forts and dams! We grew 55 different herbs

then, and so my love of herbs seeped in early on—growing them, tending them, seeing how my parents used them to craft herbal medicines.

Throughout the history of our family business, we've had a deep and abiding love of herbs—the power and the wisdom they bring to the human healing experience. Named after “St. Francis of Assisi”, a healer and patron saint of animals and the environment—our company has always embodied his spirit of love and respect for all creation, and especially herbs.

Q: What was the first product you created?

A: Our original products were herbal honeys, herbal vinegars and salves. The first national products we made were Propolis, Echinacea and Ear Oil. Over the years we have developed long relationships with many naturopathic doctors by producing custom products for their practice, testing out prototypes, and supporting their dispensary needs. We are also a long-time supplier of choice for tinctures in teaching clinics

at the Canadian College of Naturopathic Medicine.

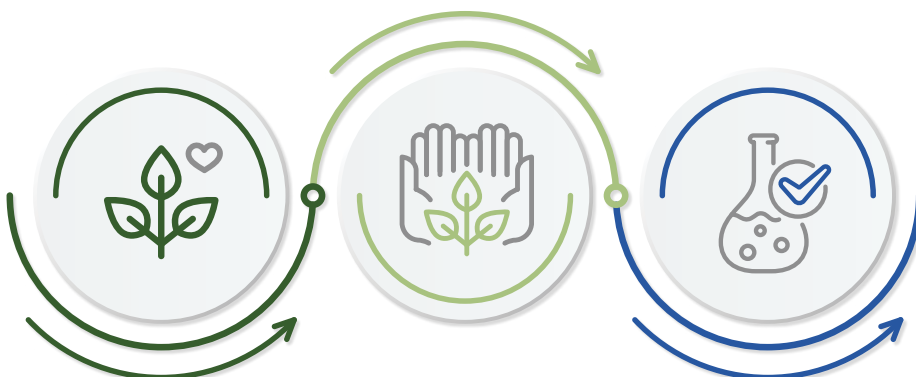
We have grown and sourced premium herbs to create more than 200 products over the years. Our award-winning and best-selling Deep Immune®, was formulated and first made in my parent's initial production space of 48 square feet!

Q: As a leader in the world of organic herbal craftsmanship, what's next?

A: A new manufacturing facility and head office is in the works, which will reside next to our 50-acre, certified-organic family farm. We have a dream of using our farm and the future facility to offer herbal education; a destination where people can learn about herbs, medicinal healing properties, and see our St. Francis process from beginning to end.

We craft our products from the whole herb using traditional age-old methods for optimal medicinal results. Our herbs are either grown or purchased from certified organic growers and conscientious wildcrafters who harvest from the unspoiled and unpolluted “wilds” of the Canadian countryside. | HH

OUR Holistic-Herb APPROACH™



ORGANIC FARMING

It's about more than avoiding pesticides and synthetic fertilizers. Our holistic organic approach emphasizes sustainability, soil fertility, and biological diversity.

CRAFT

Each herb is unique, and we know how to get the very best from it. Our craft has been perfected through honouring traditional practices and decades of our own experience.

SCIENCE

Scientific testing allows us to take our farming practices and craft to the highest level, resulting in the best herbal product.

This is the
foundation
of well-
made
plant
medicine



stfrancisherbfarm.com