

Studies have shown treatment with this group of Gram-positive probiotic bacteria to be effective in the treatment of diarrhea related to antibiotic use. Gram-positive bacteria produce lactic acid that increases acidity within the intestines to deter the growth of pathogenic microorganisms. Another benefit of keeping the populations of the harmful aerobic bacteria, such as *E. coli*, down to acceptable levels is the reduction of bloating from the excessive production of gases by these harmful strains.

Animal trials have also shown *Bifidobacterium* to be effective in reducing the growth of tumours within the colon.

PROBIOTICS URGENCY replenishes the entire gastrointestinal system to promote effective protein digestion, destroy putrefactive bacteria, and strengthen immune system function.

PROBIOTICS URGENCY's special PH⁵D enteric coated capsules guarantee that all 50 billion live cells survive the harsh gastric environment to arrive alive within your intestines.

Ingredients

Each PH⁵D vegetable enteric-coated vegetable capsule contains 10 cultures of 50 billion live active healthy cells:

<i>Bifidobacterium longum</i> R0175	9 billion cfu
<i>Lactobacillus casei</i> R0215	9 billion cfu
<i>Lactobacillus plantarum</i> R1012.....	9 billion cfu
<i>Lactobacillus rhamnosus</i> R0011	9 billion cfu
<i>Lactobacillus helveticus</i> R0052.....	9 billion cfu
<i>Bifidobacterium bifidum</i> R0071	1 billion cfu
<i>Bifidobacterium breve</i> R0070	1 billion cfu
<i>Bifidobacterium infantis</i> R0033	1 billion cfu

Non-medicinal ingredients:

Lactobacillus delbrueckii subsp. *bulgaricus* R9001 (1 billion cfu), *Streptococcus salivarius* subsp. *thermophilus* R0083 (1 billion cfu), fructooligosaccharides (F.O.S.), arabinogalactan (A.O.S.), ascorbic acid.

Ingredients in this formula have been validated for potency and identity, and certified free of heavy metals and solvent residues using:

- Inductively Coupled Plasma Optical Emission Spectrometer (ICP-OES)
- Gas Chromatograph/Mass Spectrometer (GC/MS)
- Near-Infrared Spectroscopy (FT-NIR Spectrometer)
- Headspace Gas Chromatography (organic solvent residues)
- Disintegration

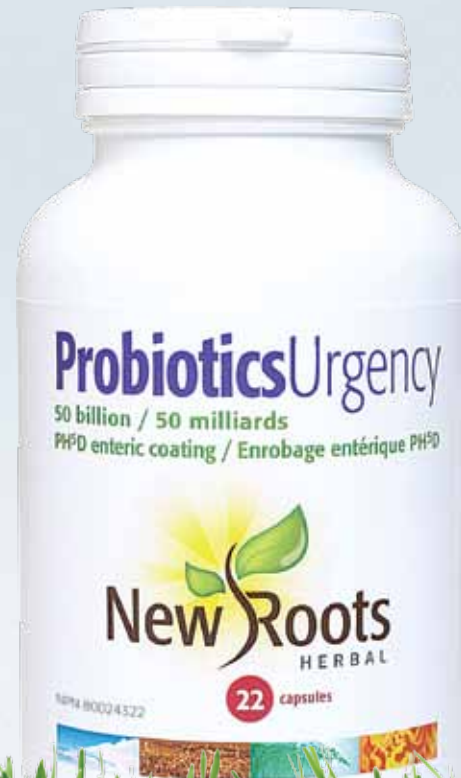


Probiotics Urgency
Sold exclusively to finer health food stores
www.newrootsherbal.com/store

Probiotics Urgency

Intensive care
50 billion per capsule

- INTENSIVE INTESTINAL HELP
- IMMUNE REINFORCEMENT
- TRAVELLERS DISTRESS



A clean slate with **PROBIOTICS URGENCY**

ProbioticsUrgency is an exclusive formulation of 10 clinically proven complementary probiotic cultures. **ProbioticsUrgency** is one of the most potent probiotic formulas available to Canadian consumers for the treatment of cases such as Irritable Bowel Syndrome (IBS), constipation, colitis, or following antibiotic use, where a total reboot of the intestinal flora is necessary.

Two enteric-coated vegetable capsules deliver 100 billion colony-forming units (CFU's) to the intestines to re-establish the delicate balance between beneficial and pathogenic microorganisms.

Probiotics are scientifically proven to:

- Prevent many serious diseases
- Hydrogenate cholesterol into coprostanol, a compound resistant to intestinal absorption
- Suppress the proliferation of pathogenic bacteria and viruses
- Dissolve bile salts
- Decrease toxins such as ammonia by digesting nitrogen for protein synthesis
- Improve immune system function, 80% of immune system function originates within the intestines

BACTERIAL BALANCE

The maintenance of the ideal intestinal flora to maximize nutrient, vitamin, electrolyte, and fluid requirements is vulnerable to many external factors.

The consumption of alcohol, diuretics such as caffeine-containing beverages like coffee and soft drinks, and prescription drugs including antibiotics, can all contribute to Irritable Bowel Syndrome. Stress can also compromise the efficiency of the digestive tract with its increased production of hydrochloric acid (HCl).

New Roots Herbal has developed this unique high-CFU multi-strain probiotic to restore the delicate microbial balance necessary for overall great health.

IBS and COLON FUNCTION

According to the National Digestive Diseases Information Clearinghouse (NDDIC) in Bethesda, Maryland, IBS affects approximately 20% of Americans. Symptoms include bloating, cramping, and abdominal pain, along with the more extreme conditions of diarrhea and constipation.

Approximately 2 pints of chyme (partially digested nutrients) enter the intestines on a daily basis, with the production of one third of a pint of stool (fecal matter).

The disruption of the natural balance of bacterial flora can lead to either extreme (diarrhea or constipation), along with interfering with electrolyte and vitamin absorption and production. The electrolytes sodium and potassium are responsible for active transport of nutrients at the cellular level, and the vitamins K and biotin (both synthesized by specific probiotics) are absorbed in the colon.

Deficiencies of trace minerals, such as magnesium, which plays a critical role in hundreds of enzymatic reactions, can also result from the effects of diarrhea or constipation. The digestive process is only as good as its weakest link; think of the nutrients we ingest as vehicles on a highway and healthy bacterial flora providing the ideal weather and road conditions to reach your destination.

ProbioticsUrgency contains the following ingredients:

Bifidobacterium longum*, *B. bifidum*, *B. infantis*, *B. breve

The four strains of *Bifidobacterium* in **ProbioticsUrgency** are among the most prominent species of probiotic bacteria to inoculate the intestines, from a baby's birth to the maintenance of great health throughout adult life. They represent approximately 95% of the intestinal flora of newborns, yet their numbers decrease to approximately 25% for adults.

L. casei

Used to treat intestinal infections, it acts by improving your immunity against bacterial and viral infections.

L. plantarum

Works against unwanted bacteria, specifically on Irritable Bowel Disease (IBD) and mostly on Ulcerative Colitis.

L. rhamnosus

Has the property to stick to the intestinal mucosa and to colonize the intestinal tract, protecting it from the harmful activities of bad microorganisms. It also protects the body from bacteria and viruses. It helps the healing of vaginal infections. It decreases the production of toxins by controlling putrefactive microbes contained in your body.

L. helveticus

Used to reduce lactose intolerance and diarrhea, control unwanted microorganisms and intestinal bacteria, and limit the proliferation of *Candida albicans*.

L. delbrueckii* subsp. *bulgaricus

Improves immunity, digestion and lactose tolerance, reduces cholesterol and helps in controlling intestinal infections. It can also be found in cheese and yogurt.

S. salivarius* subsp. *thermophilus

Even though *S. salivarius* subsp. *thermophilus* does not colonize in the intestine, its enzyme, lactase, transforms lactose into lactic acid, which in turn helps control harmful bacteria. It can also produce natural antibiotic-like substances and reduces lactose intolerance.

Fructooligosaccharides (Inulin)

Inulin is a polysaccharide that is classified as a soluble fiber; it acts as a prebiotic to support the colony forming of the bacterial strains in **ProbioticsUrgency**.

Arabinogalactan

Arabinogalactan (A.O.S.) have also shown prebiotic effects, i.e. they selectively stimulate the growth and/or activity of probiotics in the colon and thus improve the intestinal microbial life span and further the body's health.

Maltodextrin

As an easily digestible carbohydrate, maltodextrin promotes the proliferation of the beneficial bacterial colonies in **ProbioticsUrgency**.

References

WH Holzapfel, U Schillinger. *Food Research International*, 2002, Elsevier

Femia AP, Luceri C, Dolara P, Giannini A, Biggeri A, Salvadori M, Clune Y, Collins KJ, Paglierani M et Caderni G. «Antitumorigenic activity of the prebiotic inulin enriched with oligofructose in combination with the probiotics *Lactobacillus rhamnosus* and *Bifidobacterium lactis* on azoxymethane-induced colon carcinogenesis in rats», *Carcinogenesis*, Vol. 23, No. 11, 1953-1960, Novembre 2002