

1 Billion  
good  
bacteria!



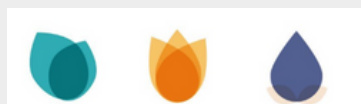
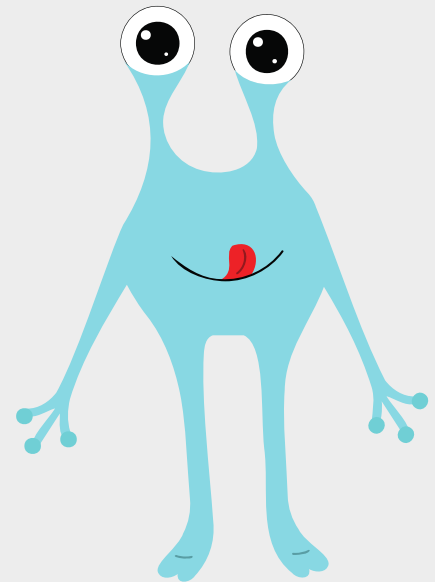
Children are particularly susceptible to disruptions to the delicate balance of the good and bad bacteria in their tummies.

Supportive Children's Active Cultures Powder is a unique children's probiotic powder, which comes in easy-to-administer sachets.

The formula contains 7 strains of naturally-occurring beneficial organisms & is designed to support healthy levels of intestinal flora after a course of antibiotics or following a digestive upset. It can also offer immunity support when babies, toddlers or young children return to playgroups or pre-school, and germs and viruses are particularly prevalent.

## Beneficial for...

- Children of all ages
- Healthy levels of intestinal flora
- The immune system
- Replenishing a disrupted gut
- Efficient digestion



# About the ingredients

## Probiotics

Probiotics are **friendly bacteria** that help to maintain the natural balance of organisms (gut flora) in the intestines. They do this by **competing for space and food** with harmful organisms that would otherwise make people sick, particularly if allowed to flourish and grow in large numbers.

Maintaining healthy gut flora helps us to **digest food, absorb proteins, produce B vitamins** and support the immune system. It also helps to protect the gut wall and prevents more harmful organisms from establishing themselves.

Each person's mix of bacteria varies, but interactions between a person and the micro-organisms in their body, and among the micro-organisms themselves, can be crucial to their **health and well-being**.

The delicate balance of healthy gut flora can be disrupted by a wide range of factors, including **illness** and the use of **antibiotics** (which indiscriminately destroy both good and bad bacteria in the body). Children are particularly susceptible to such disruptions.

Most probiotics are live micro-organisms that are similar to those naturally found in the gut, especially in those of breastfed infants (who have natural protection against many diseases).

**Supportive Childrens Probiotic Powder** is a high potency, multi-strain probiotic supplement, designed specially for children. Not only does it contain the child-specific Bifidobacterium infantis strain, it comes in an **easy-to-administer tasteless powder form** - it can be added to any liquid. Providing **1 billion** bacteria per sachet, the **7 strains** help to ensure that parents can replenish their children's vulnerable tummies with a diversity of beneficial flora. The friendly bacteria contained in Gut-Buddies Infantis Complex occur naturally in the digestive tracts of children.



# Prebiotic (FOS)

Probiotics are not to be confused with prebiotics, which are basically a source of food to help probiotics grow, multiply and survive in the gut.

They are fibres, which cannot be absorbed or broken down by the body and therefore serve as an excellent food source for probiotics (particularly the Bifidobacteria strain), to encourage an increase in their numbers.

While probiotics are living micro-organisms, prebiotics are non-living. When probiotics and prebiotics are mixed together, they form a synbiotic.

By nature, prebiotics do not stimulate the growth of bad bacteria or other pathogens. The official definition of “prebiotic” is: “non-digestible food ingredients that beneficially affect the host by selectively stimulating the growth and/or activity of one or a limited number of bacteria in the colon, which can improve host health.”

We have therefore included the prebiotic Fructooligosaccharide (or FOS) in the Gut-Buddies Infantis Complex formula. It has been a popular dietary supplement in Japan for many years and is now becoming increasingly popular in Western cultures for its prebiotic effects. FOS serves as a substrate for microflora in the large intestine, increasing overall gastrointestinal tract health. It is also used as a supplement for preventing yeast infections.

Several studies have also found that FOS promotes calcium absorption in the human gut. The intestinal microflora in the lower gut can ferment FOS, which results in a reduced pH.

Calcium is more soluble in acid, and, therefore, more of it comes out of food and is available to move from the gut into the bloodstream.



# Other benefits of probiotics

## Antibiotic-associated diarrhoea (AAD)

Antibiotics kill friendly bacteria in the gut, along with harmful bacteria. Probiotics are therefore often used to offset some of the digestion-related side effects of using antibiotics (such as constipation, wind, cramping and diarrhoea). AAD, in particular, results from an imbalance in the colonic microbiota caused by antibiotic therapy. Probiotic treatment can reduce the incidence and severity of AAD

## Improving immune function and preventing infections

There are antibody-producing cells (Gut Associated Lymphoid Tissue or GALT) in the digestive tract, which are connected with the immune system. One theory is that if you alter the micro-organisms in a person's intestinal tract (e.g. by introducing probiotic bacteria), you can affect the immune system's defences.

A 2010 study suggested that the anecdotal benefits of probiotic therapies as beneficial for preventing secondary infections, a common complication of antibiotic therapy, may be because keeping the immune system primed by eating foods enhanced with "good" bacteria may help counteract the negative effects of sickness and antibiotics. It was thought that antibiotics may turn the immune system "off" while probiotics turns it back on "idle", and make it more able to quickly react to new infections.

Lactic acid bacteria (LAB) foods and supplements have been shown to aid in the treatment and prevention of acute diarrhoea and in decreasing the severity and duration of rotavirus infections in children and travellers' diarrhoea in adults.

## Improving mineral absorption

Probiotic lactobacilli can help to correct malabsorption of trace minerals, found particularly in those individuals with diets high in phytate content from whole grains, nuts and legumes.

## Reducing inflammation

LAB supplements have been found to modulate inflammatory and hypersensitivity responses. Clinical studies suggest that they can prevent recurrences of inflammatory bowel disease in adults, as well as help to improve milk allergies.



# Other benefits of probiotics

## Preventing harmful bacterial growth under stress

In a study done to understand the effects of stress on intestinal flora, rats that were fed probiotics experienced a lower occurrence of harmful bacteria in their intestines than those that were fed sterile water.

## Lowering cholesterol

Studies have demonstrated the effectiveness of a range of LAB in lowering serum cholesterol levels, presumably by breaking down bile in the gut, thereby inhibiting its re-absorption (which enters the blood as cholesterol).

## Lowering blood pressure

Clinical trials have indicated that consumption of milk fermented with various strains of LAB may result in reductions in blood pressure. It is thought that this is due to the ACE inhibitor-like peptides produced during fermentation.

## Irritable Bowel Syndrome and colitis

Certain probiotics have been found to improve symptoms of IBS and to be safe in treating ulcerative colitis

