

FAST FACTS



Beneficial (“good”) intestinal bacteria promote health, discourage the growth of disease-causing (“bad”) bacteria and pathogenic fungi, and improve the balance of microbes (“good bacteria”) which normally inhabit our intestines. Many beneficial bacteria transform naturally occurring sugars, especially lactose, into lactic acid, promoting a more balanced and stable intestinal environment. GNLD’s supplement of beneficial bacteria, Acidophilus Plus, combines potency with technology to guarantee that live organisms survive the stomach acid and reach the intestines to deliver five billion viable organisms capable of supporting optimal digestive tract function.

Acidophilus Plus - *Promoting good inner health*

Why Beneficial Bacteria?

- Beneficial bacteria help maintain a healthy balance of a variety of micro-organisms in the intestines.
- Beneficial bacteria help produce vitamins, and through an indirect mechanism, boost resistance to infection and disease.
- Cultured dairy products (yoghurt, cheese, fermented milks), produced through the actions of beneficial bacteria, have been used throughout the world for centuries to support health.



Why GNLD Acidophilus Plus?

- **Broad Spectrum of organisms from the human food chain.** To provide broad-spectrum support for the health of the gastrointestinal tract, GNLD has selected and isolated only the best strains used to prepare whole foods. The product delivers five types of lactic acid-producing bacteria in an equal ratio and amount:
 - Lactobacillus acidophilus
 - Lactobacillus bulgaricus
 - Lactobacillus casei
 - Bifidobacterium bifidum
 - Streptococcus thermophilus
- **Convenient.** Whereas dairy products are limited in their shelf-life, GNLD’s Acidophilus Plus has an extended shelf-life if stored as recommended. Taking just one capsule of Acidophilus Plus each day is a convenient way to help maintain a constant, healthful balance of intestinal flora.
- **Potency guaranteed.** One capsule of Acidophilus Plus contains as many beneficial bacteria as 10 one-cup servings of yoghurt. Maintaining gastrointestinal health requires the presence of between 100 million and one billion bacteria per day. Each capsule of Acidophilus Plus is filled with five billion viable beneficial bacteria.
- **Targeted Delivery Technology.** Protects the beneficial bacteria from the harsh, acidic environment of the stomach and maximises the number of live bacteria that reaches the intestines. When the capsule encounters the acidic environment of the stomach, it dissolves, and the contents of the capsule form an insoluble matrix which protects the bacteria. When the stomach contents reach the intestines, the Gel-Gard matrix is dissolved, and the bacteria are released. The active cultures are delivered exactly where they must act to exert their healthful effects.

Healthful benefits of Acidophilus Plus

The benefits of lactic acid-producing bacteria such as those contained in Acidophilus Plus is one of the fastest growing research areas in human nutrition. So far, we know that these bacteria tend to healthfully combine with toxins (which may include cholesterol, heavy metals, and carcinogens) and bile acids. While this action helps prevent toxic products from being absorbed, it kills the micro-organisms which are then eliminated from the body as solid waste. This action may explain the longevity of people who regularly consume cultured dairy foods.

Other health benefits of these 'good' bacteria include:

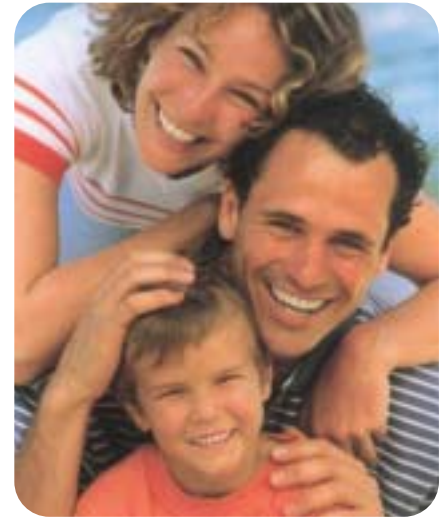
- Producing lactic acid, thereby increasing the acidity of the intestines and inhibiting the growth of the 'bad' bacteria such as *Salmonella*, *Clostridium*, and *Shigella*.
- Suppressing the formation of toxic compounds in the intestines of humans and animals.
- Aiding the absorption of minerals, especially calcium, due to increased intestinal acidity.
- Digesting lactose, which many people are intolerant to.
- Producing a wide range of antibiotic substances which help control the level of pathogenic bacteria and fungi such as *Candida*.
- Producing vitamins, especially B-vitamins and vitamin K.
- Acting as barriers to prevent pathogenic bacteria from colonising the intestines.
- Helping to overcome conditions of intestinal distress, including diarrhoea, constipation, colitis (inflamed colon), gastroenteritis (inflamed stomach and intestines), flatulence and infections (yeast infections, food-poisoning).

It is often difficult to obtain beneficial bacteria in foods alone, especially when you consider the following:

- Due to pasteurisation, most popular brands of yoghurt do not contain live cultures.
- Laboratory tests of various cultured milk products have shown that the bacterial strains that are supposed to be there often are not present or are present in very low levels.
- Cooked foods do not contain live organisms. All cultured dairy products should be eaten raw to take advantage of any probiotic benefits.
- Beneficial bacteria cannot survive the acidic environment of the stomach. Therefore few live organisms make it to the intestines to exert their beneficial effects.

The need for Acidophilus Plus

This is where an acidophilus supplement can help. GNLD's Acidophilus Plus can help fill the "probiotic gap" where diet, drugs, infections and illness can deplete good bacteria and upset their balance in the intestines. Just one capsule per day provides five billion beneficial bacteria that will help you maintain wellness and good health.



The GNLD Challenge:

GNLD's Acidophilus Plus is superior to its market competitors, and we are so confident that our product is without peer that we dare the competition to brave the "GNLD Acidophilus Plus Challenge". For an acidophilus supplement to be equivalent to GNLD's Acidophilus Plus, it must meet the following criteria:

| | GNLD's Acidophilus Plus | Competitors Acidophilus Supplements |
|--|-------------------------|-------------------------------------|
| Whole food derived. Contains beneficial bacteria from cultured dairy foods to support a healthy balance of microorganisms in the gastrointestinal tract. | ✓ | ? |
| Delivers 5 types of beneficial, lactic acid-producing bacteria. The product delivers five types of lactic acid-producing bacteria in an equal ratio and amount: <ul style="list-style-type: none"> • Lactobacillus acidophilus • Lactobacillus bulgaricus • Lactobacillus casei • Bifidobacterium bifidum • Streptococcus thermophilus | ✓ | ? |
| Potency guaranteed. Each capsule delivers five billion live organisms. | ✓ | ? |
| Targeted delivery. Exclusive Gel-Gard protection assures that the maximum number of live bacteria are delivered to the intestines. | ✓ | ? |

IMPORTANT!

Each strain of beneficial bacteria is unique. Each produces special enzymes, detoxifies different substances, and colonises distinct territories in the intestines. For this reason, a broad spectrum of organisms, such as those found in Acidophilus Plus, is desirable.

Good bacteria increase the resistance to disease. When resistance is low, the content of lactic acid bacteria in the intestines is considerably lower than usual.



INTERNATIONAL

For more information please contact your local GNLD Distributor

www.gnld.com.au

www.gnld.co.nz

Acidophilus Plus 6/04

Code 737



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