



DIGEST

THE DIGESTIVE ARCHITECHS™

the foundation of health

It all starts in our gut the day we were born & breast feeding alone may be insufficient!

Evidence of the health benefits of Probiotics, also known as "friendly bacteria", is impressive. Many studies have investigated the role of various strains of bacteria in preventing & treating such illnesses as inflammatory bowel disease, urinary tract infections, diarrhea & even colon cancer. In 2000, the American Journal of Gastroenterology published an entire supplemental issue dedicated to the use of probiotics in disease treatment.

Probiotics appear to work through a variety of mechanisms, from decreasing pathogen adherence to the intestinal wall to stimulating the systemic immune response. And they seem to be a safe, effective way to prevent virally induced gastrointestinal infections.

THE Day we were born

Mother nature has already provided us with the Foundation of Health right from the beginning. Most babies born to healthy mothers come into this world clean. Babies delivered vaginally are bathed with friendly, protective bifidobacteria as they pass through the birth canal. These friendly bacteria set up attachment sites (colonies) on the gastrointestinal (GI) wall, forming a protective flora before other, not-so-friendly microorganisms do.

Caesarean section babies, however, do not receive a healthy portion of these friendly microorganisms. A recent study reported that newborns exposed to a highly sterilized environment at birth lack the proper intestinal balance of the intestines for the prevention of disease and allergies (Wald, A.E. "The Hygiene Hypothesis Revised : Is the rising Frequency of Allergy Due to Changes in the Intestinal Flora?" *Allergy*, 53, Suppl.46, 20-25, 1998). The overuse or misuse of antibiotics for infants can also lead to an unhealthy condition of the intestines, and is increasing the cases of allergic disease. Antibiotics disturb the normal bowel flora of infants.

An unhealthy and unbalanced intestinal flora can manifest itself in the form of allergies and asthma in children. Combining the factors of a caesarean section birth, feeding the infant cow's milk rather than breast milk, and overusing antibiotics, a baby has no source of receiving the normal healthy flora that is crucial to optimal health

Why Breast Feeding Is Not Enough

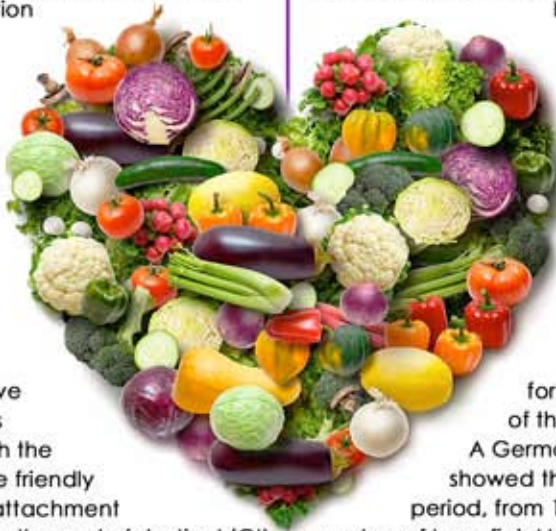
Breast-feeding is significantly better than bottle-feeding since breast-feeding intensifies the presence of bifidobacteria naturally in the baby; however certain factors in our environment make breast-feeding alone insufficient for the optimal health of the infant.

A German scientific paper, showed that in a twenty year period, from 1957 to 1977, the number of beneficial bifidobacteria declined in breast-fed infants.

However the presence of pathogenic (disease-causing) bacteria has increased. Changes in the level of bifidobacteria present can be a direct consequence of increasing contamination of the environment, including air, water, food, antibiotics, pesticides and toxic minerals. Undoubtedly, the importance of breast-feeding should not be diminished. However, the conditions of modern times warrant the need for properly supplementing your infant's diet with good probiotics right from the start.

According to a recent study by Finnish clinicians, Probiotics administered during pregnancy & lactation appears to promote the immunoprotective potential of breast-feeding as well as help alleviate the symptoms of atopic eczema.

Therefore, the foundation of health of having good bacteria in our gastrointestinal (GI) ecosystem must be maintained at all times. It should be done as soon as possible, right after birth, if possible.



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SOME FACTS ABOUT OUR GUTS

- Do you know that there are **20 times more bacteria than cells in your body?**
- There are **100 trillion (100 x 10¹² or 100,000,000,000,000)** of **Both Friendly as well as Harmful Bacteria** that reside in our **Gastrointestinal (GI) Tract.**
- Do you know that all these **Bacteria weigh approximately 3½ pounds (1½ kg).**
- **In fact, at any one time, you have more bacteria in your body than the Total Number of people that have ever lived on this planet!**



INTRODUCING THE LATEST IN JAPANESE PROBIOTIC TECHNOLOGY!

A unique blend of 100% Natural, Organic Ingredients, which include herbs, fruits, berries, naturally harvested from the cold mountain regions of Japan and meticulously processed and which is treated to a secret traditional natural fermentation process for over 6 years using 15 strains of Friendly Bacteria.

Award winning BIO-15™ is filled with a wide variety of beneficial by-products, such as enzymes, vitamins, cellular building blocks, antioxidants, & immunity building stimulants. Thus, this leads to a full-cultured product, chocked full with natural goodness & which retains all the friendly bacteria & Biogenics collectively. With the formation of Biogenics, this is perhaps the secret & highly effective ingredient that can only be found in BIO-15™!

The uniqueness & secret traditional, natural fermentation method is what also sets it apart from other probiotic products. Using this time honoured traditional method, it's been proven through centuries, to be the best & most desirable process, & greatly treasured & highly guarded by the Japanese.

Higher Bacterial Count May Not Be Stronger!

Some people believe the myth that a probiotic product is inferior if the bacterial count does not contain several tens of billions.

What makes a probiotic "powerful" is its Viability – its ability to survive in the gut. Usually, a product that contains tens of billions of live bacteria is endorsed because of the mistaken belief (and hope) that substantial numbers of the bacteria might survive the challenging journey that begins with the manufacturing process and concludes with the implantation of friendly bacteria in the colon.

When freeze-drying and certain other probiotic products are consumed, they DO NOT contain the high numbers of live lactic acid bacteria guaranteed by the manufacturer to be present at the time of packaging. (Several studies have been done on commercially available probiotics & reported in *Probiotics : A Critical Review by Gerald W. Tannock*)

Another study conducted by consumerlabs.com concluded that one-third of probiotic products do not contain the levels of active bacteria they claim.

This, it can be concluded it is not a number game, but depends on the efficacy and viability of the live lactic acid bacteria in the product.

BIO-15™ is the Only probiotic in the world that uses this method which keeps the bacteria in its optimum condition & most importantly, keeps the bacteria alive & viable. With the additional benefits of naturally grown wild herbs, berries & natural spring water from the cool, mountainous regions of Japan, BIO-15™ is cultivated as a deluxe, supreme quality product, one of the finest in the world.

Ask your local health store about BIO-15™ or contact us for more information.