



IBS Urgency

Helps support intestinal/
gastrointestinal health

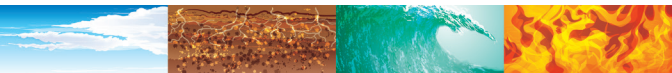
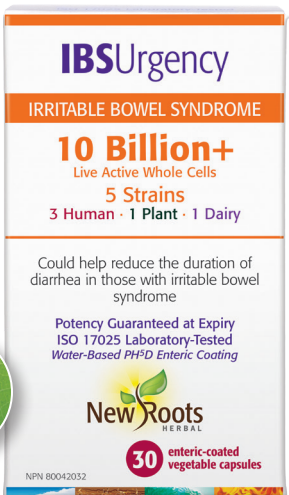


- Could help reduce the duration of diarrhea in those with irritable bowel syndrome

**Tested in our
ISO 17025
Accredited Laboratory**



newrootsherbal.com



Understanding IBS

Irritable bowel syndrome (IBS) is a functional gastrointestinal (GI) disorder characterized by recurring symptoms of abdominal discomfort or pain associated with an altered bowel habit; either constipation, diarrhea, or both. In IBS, the GI tract may function differently, processing more slowly (or more quickly) than in the average person.

Recognizing that IBS is a *syndrome* as opposed to a *disease* is the first step towards understanding how to treat it. There is scientific evidence that shows great promise with the use of probiotics to relieve its symptoms, including diarrhea.

The pharmacodynamic concept of **IBS Urgency** is to populate the intestinal system with “good bacteria” in large numbers to help balance out harmful bacteria which, if present in large numbers, can contribute to an inflammatory state, found in people with IBS.

IBS Urgency is formulated with specific special probiotics (with evidence of clinical efficacy): 10 billion colony-forming units (CFUs) of five select probiotic strains. Their growth is then fuelled by two specific, natural prebiotic nutrients, inulin (extracted from chicory), and AOS (extracted from larch).

Bovine colostrum completes the comprehensive benefits of **IBS Urgency**, with its role in supporting a healthy intestinal inflammation response.



What's in IBSUrgency?

Bifidobacterium infantis

B. infantis is the dominant strain that inhabits the distal part of the small intestine and colon. This pioneer probiotic is among the first to inhabit the infant intestinal tract.

A research study conducted in Manchester, England with only an oral dosage of *B. infantis* for 362 women with IBS showed an **overall reduction of the global symptoms of irritable bowel syndrome that exceeded the control group by more than 20%.**

Bifidobacterium longum

B. longum colonization within the intestines helps maintain a healthy microbial flora.

Lactobacillus plantarum

Oral administration of *L. plantarum* populates the intestinal mucosa at the expense of harmful microorganisms. Harmful bacteria can contribute to the symptoms of IBS that include excessive gas, bloating, and abdominal discomfort.

Lactobacillus acidophilus

L. acidophilus supplementation restores healthy bacterial balance in the intestines as it keeps bacteria in check, including bacteria that can cause embarrassing flatulence that are often associated with IBS or extended antibiotic therapy.

Lactobacillus rhamnosus

L. rhamnosus colonizes the intestinal tract and mucosa, protecting it from harmful microorganisms.

Inulin

Inulin is the nutrient that feeds the *Bifidobacterium* species in IBSUrgency once they are imbedded in the mucosal lining of the intestines. Proliferation of *Bifidobacteria* species crowds out and prevents growth of harmful flora.

Arabinogalactan (A.O.S.)

Arabinogalactan is a prebiotic that selectively stimulates the growth and activity of probiotic

bacteria. The maintenance of a healthy microbial balance is critical to immune function.

References

1. Whorwell, P.J., et al. "Efficacy of an encapsulated probiotic *Bifidobacterium infantis* 35624 in women with irritable bowel syndrome." *The American Journal of Gastroenterology*, Vol. 101, No. 7 (2006): 1581–1590.
2. Verdu, E.F. and S.M. Collins. "Irritable bowel syndrome and probiotics: From rationale to clinical use." *Current Opinion in Gastroenterology*, Vol. 21, No. 6 (2005): 697–701.
3. Verdu, E.F. and S.M. Collins. "Irritable bowel syndrome." *Best Practice & Research: Clinical Gastroenterology*, Vol. 18, Issue 2 (2004): 315–321
4. Kajander, K., et al. "A probiotic mixture alleviates symptoms in irritable bowel syndrome patients: A controlled 6-month intervention." *Alimentary Pharmacology & Therapeutics*, Vol. 22, No. 5 (2005): 387–394.
5. Camilleri, M. "Probiotics and irritable bowel syndrome: Rationale, putative mechanisms, and evidence of clinical efficacy." *Journal of Clinical Gastroenterology*, Vol. 40, No. 3 (2006): 264–269.



Each PH5D natural water-based enteric-coated vegetable capsule is protected from stomach acids and delivers 100% potency of the following 5 strains of 10 billion live active healthy whole cells to the intestines:

Human Strains:

<i>Bifidobacterium longum</i> ssp. <i>infantis</i> R0033	3.40 billion CFU
<i>Bifidobacterium longum</i> ssp. <i>longum</i> R0175	3.40 billion CFU
<i>Lactobacillus acidophilus</i> R0418	1.13 billion CFU

Plant Strain:

<i>Lactobacillus plantarum</i> R1012	1.13 billion CFU
--------------------------------------	------------------

Dairy Strain:

<i>Lactobacillus rhamnosus</i> R0011	1.13 billion CFU
--------------------------------------	------------------

Bovine colostrum (from *Bos taurus*) 180 mg
CFU Cells = Colony-Forming Unit Cells.

Potency guaranteed at expiry.

Other ingredients: Vegetable magnesium stearate, vitamin C (ascorbic acid), potato starch, inulin, and arabinogalactan in a non-GMO vegetable capsule composed of vegetable carbohydrate gum, purified water, and a water-based enteric coating.

NPN 80042032 · V0374-R4

Directions of use:

Adults: Take 2 capsules daily or as directed by your health-care practitioner. If you are taking antibiotics, take this product at least 2–3 hours before or after them. Consult a health-care practitioner for use beyond 5 weeks.

Manufactured under strict GMP (Good Manufacturing Practices).

HP1521

