

lactose into lactic acid, which in turn helps control harmful bacteria. It can also produce natural antibiotic-like substances and reduces lactose intolerance.

Inulin

Inulin is a polysaccharide that is classified as a soluble fibre; 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; 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.

Suggested Use

Adults, adolescents, and children \geq 6 years old: Take 1–2 capsules daily or as directed by your health-care practitioner.

References

Holzapfel, W.H. and U. Schillinger. "Introduction to pre- and probiotics." *Food Research International* Vol. 35, No. 2–3 (2002): 109–116.

Femia, A.P., et al. "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 (2002): 1953–1960.

Ingredients

Each PH⁵D natural water-based enteric-coated vegetable capsule is protected from stomach acids and delivers 100% potency of the following 10 strains of 50 billion live active healthy whole cells to the intestines:

Human Strains:

| | | |
|--|-----------------|---------------|
| <i>Bifidobacterium longum</i> ssp. <i>longum</i> | R0175 | 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 |

Plant Strains:

| | | |
|--------------------------------|-----------------|---------------|
| <i>Lactobacillus plantarum</i> | R1012 | 9 billion CFU |
|--------------------------------|-----------------|---------------|

Dairy Strains:

| | | |
|--|-----------------|---------------|
| <i>Lactobacillus casei</i> | R0215 | 9 billion CFU |
| <i>Lactobacillus rhamnosus</i> | R0011 | 9 billion CFU |
| <i>Lactobacillus helveticus</i> | R0052 | 9 billion CFU |
| <i>Lactobacillus delbrueckii</i> ssp. <i>bulgaricus</i> | R9001 | 1 billion CFU |
| <i>Streptococcus salivarius</i> ssp. <i>thermophilus</i> | R0083 | 1 billion CFU |

CFU Cells = Colony-Forming Unit Cells. **Potency guaranteed at expiry.**

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

NPN 80062520 · V0384-R2

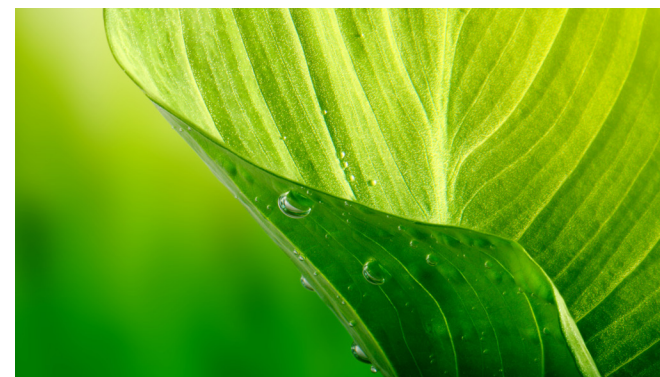
Ingredients in this formula have been validated for potency and identity, and certified free of heavy metals and solvent residues using:

- 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
- Colony-Forming Units (CFU) Validation

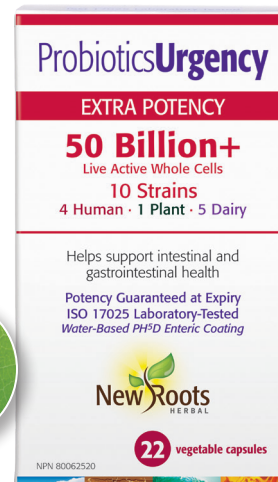


ProbioticsUrgency

Intensive care
50 billion per capsule



- Intensive intestinal help
- Immune reinforcement
- Helps support intestinal and gastrointestinal health



ISO 17025
Accredited Laboratory



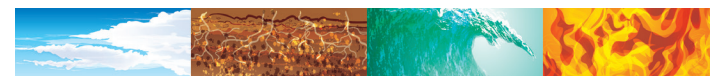
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HP1398



Probiotics Urgency
Sold exclusively to finer health food stores
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A Clean Slate With ProbioticsUrgency

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, and 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 (CFUs) to the intestines to reestablish 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 processing nitrogen for protein synthesis;
- improve immune system function—80% of immune system function originates within the intestines.

Probiotics Urgency replenishes the entire gastrointestinal system to promote effective protein digestion, destroy putrefactive bacteria, and strengthen immune-system function.

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 multistrain 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 vitamin 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 of healthy bacterial flora providing the ideal weather and road conditions to reach your destination.

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

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.

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 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.

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 those responsible for irritable bowel disease (IBD) and mostly on those responsible for ulcerative colitis.

L. rhamnosus

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

Even though *S. salivarius ssp. thermophilus* does not colonize in the intestine, its enzyme, lactase, transforms