

PROBIOTICS: THE UNTOLD TRUTH

What Supplement Makers Don't Want You to Know

By Sherry Brescia

Natural Health Researcher, President, Holistic Blends Inc., Author of the bestselling "Great Taste No Pain," Editor of the digestive health newsletter "Pain Free Living"

Indigestion, bloating, a sore stomach, constant belching, heartburn, gas, feeling "out of sorts" or just plain awful... when you're the one suffering from a cranky gut, the last thing you want to hear from your doctor is that your gastric problems are minor and that you'll just have to "live with it."

But let's face it: digestive problems are frustrating—and painful. They restrict the foods you eat (notice how it's usually your favorite ones?). They interfere with your sleep. And they always seem to rear their ugly head at the most embarrassing moments.

Where can you turn for relief? Like most people, you probably have dozens of conventional remedies right in your medicine cabinet. Problem is, these antacids, 'purple pills' and chalky liquids fail more often than work, and do nothing to repair the root cause of your digestive problems.

Use these remedies over the long run, and you'll do your body more harm than good. Not only can they make digestive problems worse, but some research also shows they can trigger muscle weakness and soften bone tissue too.

Suffering from Digestive Problems? You're Far From Alone

According to the Life Extension Foundation, close to 100 million Americans continue to suffer from digestive woes no matter how many pills they gobble down. In fact, poor digestion is the number one reason why people see their doctors – all quickly followed by complaints of "No pep in my step" ... "No sparkle in my eyes" ... "no energy."

When your digestive system isn't in top condition, your problems can quickly evolve far beyond gas and bloating. Your energy is reduced, and your immune system is radically compromised. You even become susceptible to chronic fatigue, fibromyalgia, muscle aches, yeast infections, and joint tenderness. In fact, statistics show that these conditions are skyrocketing each year among people of all ages.

Americans spend close to \$30 billion a year on illnesses associated with gastrointestinal disorders. The National Coalition on Health Care states that if you add in the other costs associated with diseases you get because your immune system is depressed, the out-of-pocket costs can run into the hundreds of billions.

Since 80% of your body's immune cells are in the intestines, keeping your GI system healthy can cut down your health costs dramatically. So rather than using a symptom-by-symptom approach, the key is to eliminate the main cause of your digestive distress at its source.

The Incredible Shrinking Flora: Are They Dragging Down Your Health?

First, let's see why poor digestion is at the root of so many health problems.

Inside your digestive system, from your lower stomach through your small and large intestines, live armies of friendly bacteria called probiotics (in Latin: "for life"). These bacteria, collectively known as intestinal flora, help break down the food we eat and facilitate nutrient absorption. They even produce B vitamins and other essential nutrients your body needs.

These probiotics neutralize dangerous toxins and render them harmless. They colonize your intestinal walls and protect your mucosa (intestinal lining). They keep your immune system in top-notch form. They even crowd out harmful bacteria like *e. coli* and *salmonella* so they can't proliferate and make you sick.

Think about this army of friendly flora as a full-time bodyguard, working around the clock to keep your digestive system in healthy balance. In fact, if our colon is healthy, it should contain at least 85 percent lactobacillus (the good bacteria) and 15 percent coliform (that's the "bad bacteria.")

For most people, this critical balance between good and bad bacteria is completely reversed. This unbalance can be caused by diet, medications, lack of sleep, stress and environmental toxins. One noted researcher estimates that we have as little as 20 percent of the "friendly flora" our bodies really need to keep them running in top condition. This unbalance is what brings on gas, indigestion, constipation, low immunity and other GI symptoms.

In a very real sense, this army of native probiotics is a full-time bodyguard. It works around the clock to keep your digestive system in healthy balance and to keep your essential life processes working smoothly. But as you age, your levels of friendly bacteria decline. That's what's usually behind your gas, bloating, constipation, cramping, food sensitivities, and all those other annoying problems you hate.

That's why eating a healthy diet and supplementing with a quality probiotic formula is essential throughout your life, and especially as you get older. ***But you also have to make sure you purchase the right supplements.***

Probiotic Supplements: How to Tell the Good from the Bad

Turn on the TV or even walk down the supplement aisle of your favorite supermarket, and you'll quickly see everyone is jumping on the probiotics bandwagon these days.

Store shelves are packed with new yogurts with "extra cultures" that promise to make you "regular in two weeks." Or special "probiotic beads" that will stop gas and eliminate lactose intolerance. Perhaps you've even tried some of these products yourself.

Unfortunately, many probiotic supplements out there are practically worthless. Some contain the *wrong* strains of bacteria. Or include strains so weak and ineffective you can't possibly feel any benefits.

When a consumer watchdog group recently tested 25 popular probiotic products, it found that eight contained *less than one percent* of the live bacteria advertised on the label. And 3 out of 4 liquid probiotic supplements failed to deliver anywhere near the promised amount of good bacteria needed to make a real difference in your digestive health.

What about yogurt? Don't be fooled. Many yogurts are heat-treated to extend their shelf life—which destroys all the active cultures in the process. Plus, the most popular brands are chock full of sugar. In some cases, they contain more sugar than a candy bar! Too much sugar can inflame your digestive tract. It also feeds bad bacteria like *candida*, the bacteria that causes yeast infections.

So how do you know if a probiotic supplement is worth the money? The first, most obvious way is to take a look at what they don't say on the label.

Here are some specific things to look for:

1. It Should Clearly State the Number of CFUs (colony forming units of live bacteria) Contained Per Serving

The quantity of viable cells you get in a probiotic supplement matters in a big way. Probiotics colonize your intestine and work with your existing good bacteria. So it makes sense that the more friendly microorganisms you send to the work site, the more benefits you'll feel.

The amount of viable cells in a probiotic supplement is noted as a "CFU", or colony forming unit. Most probiotic supplements contain only 1 to 3 billion CFUs per capsule. That may sound like a lot, but your intestines are home to about 80 trillion bacteria. One billion or two billion cells aren't enough firepower to do the job.

Clinical studies show that five to seven billion is the minimum amount you need to feel any benefits. So if you take a low potency probiotic like most people do, it's not surprising that you may have experienced disappointing results.

2. It Should Contain Several Strains of Different Bacteria

A key study published in *Current Opinion Care* magazine says to keep your digestive system in top-notch form you need to consume several strains of bacteria. This is because each strain has a specific function in your body.

As you shop around for a probiotic, you'll find the vast majority contain fewer than five strains. Some contain only 1 or 2. This may be a major cost-cutting move for manufacturers—but it's a waste of money for you. Many supplements include weaker strains of friendly bacteria that don't do much to relieve your digestive distress. Or they contain individual bacteria at such low levels you can't possibly reap any benefits.

Ideally, a probiotic should include several strains of both *lactobacillus* and *bifidobacteria*. *Lactobacillus* bacteria are lactic acid producing bacteria that work in your small intestine. They help digest the sugar (lactose) and protein (casein) in dairy products, but the lactic acid they produce also kills harmful bacteria.

Bifidobacteria live in the large intestine. Members of this genus compete for ‘parking spaces’ along the intestinal wall. When you have enough bifidobacteria in your gut, it’s extremely difficult for pathogenic invaders such as the yeast *Candida albicans* to do harm. Not only do bifidobacteria produce acetic and lactic acids, they also assist in the absorption of B complex vitamins.

We have high levels of bifidobacteria when we’re young, but our levels plummet dramatically as we get older. Low bifidobacteria levels bring on gas, indigestion, and a host of other digestive problems. You may also find that you don’t digest certain foods as well as you once did. So that’s why it’s important to keep supplementing with several strains of bifidobacteria every day.

Taken together, *bifidobacteria* and *lactobacillus* closely mimic the intestinal flora found in your own body. Others may contain a few bifidobacteria strains and add in one lactobacillus (usually *Lactobacillus acidophilus*) so they can claim to offer a “variety of bacterial strains.”

The reality is that you need several strains of both species to notice a real difference. So look for a supplement that contains a minimum of 6 different strains.

3. It should list the exact scientific name of the bacteria included

The strain is the specific classification of bacteria. It is based on individual characteristics such as how strong and aggressive the microorganism is. The specific strain appears after the type of probiotic (*Lactobacillus*) and species (*acidophilus*).

Most probiotics list the species of bacteria used, but not the strain. Just mentioning it contains “*Lactobacillus acidophilus*” is not enough.

Some strains of *L. acidophilus*, such as the *DDS-1 Super Strain*, are much more effective in producing antibiotic substances and inhibiting harmful pathogens. While other strains of *L. Acidophilus* may have the same ‘good’ intent, they may not be as strong enough to survive through your stomach acids. They may not have the ability to guard against pathogens either. You can’t know for sure unless the strains are identified.

So stay away from products that don’t list the scientific strain. Also beware of vague “proprietary blends” that don’t spell out what strains they contain, as these often do not include the high quality strains you must have.

4. It Should Pass the “Acid Test”

The ideal probiotic supplement should contain a variety of ‘live’ cultures. In order to be effective, the friendly bacteria must pass through the stomach and arrive alive in your intestinal tract. This is how it builds up the army of “good’ bacteria and derails the bad ones that cause the stomach problems we’re so familiar with.

Unfortunately, weak strains of probiotics can’t survive through the acid and bile in your stomach—and reach your intestines “dead on arrival.” So the benefits are completely wasted.

What about the probiotics sold in your supermarket in health food store? That’s not a perfect solution either. If prematurely exposed to water, heat (above 80 degrees) or excess humidity, the bacteria will “wake up” and begin to regenerate. They will quickly run out of food (limited to the confines of their container) and die off.

This is why a typical store-bought probiotic may not have worked for you in the past. If that's the case, whatever you bought was probably long dead and useless before you even got to the check-out counter!

Although probiotics can survive at room temperature for several days, it is best to buy supplements that have been kept refrigerated. This slows down the metabolism and puts the microbes in a state of suspended animation. So they will live longer, and you will reap the health benefits much faster.

Remember, Immunity Begins in the Intestines

Experts estimate that 75% - 80% of immune activity takes place in the intestines. That's why keeping your intestinal flora in balance is one of the most important steps you can take to get healthy and stay that way.

The small intestine contains a large network of lymph nodules called **Peyer's Patches**. They're a major part of your lymphatic system, responsible for fighting infection and disease. These lymphoid tissues detect invaders in your gut and mobilize the production of antibodies to destroy them. The intestinal wall provides a solid barrier that keeps the harmful antigens safely contained in your bowel.

However, when the intestinal lining becomes inflamed, your ability to keep antigens isolated weakens. Harmful microorganisms and toxic debris leak through the wall and into your body and bloodstream. This is known as "leaky gut syndrome."

Not only does leaky gut syndrome wear down your entire immune system, it also causes the harmful bacteria and pathogens to exploit whatever weakness is in your body. Researchers believe that from 70 to 90 percent of all illness and disease begins this way — when a breakdown in your intestinal health turns this critical protective barrier into a sieve.

Bifidobacteria strains, especially the super strain *B. longum NX5846* is known for the "barrier effect" it creates when it attaches to your intestinal walls. This prevents pathogenic bacteria from damaging your intestine and may help safeguard you against inflammatory conditions and leaky gut syndrome. It also helps increase the production of TNF (tumor necrosis factor), a compound that helps your immune cells kill off bad bacteria before they can hurt you.

Give Your Body a "Get Up and Go" Boost

A probiotic supplement is a great way to bring a health-restoring balance into your life. It eliminates the root cause of digestion problems that can be agony. It patrols your GI tract to defuse toxins and repel invaders. It stimulates your immune system, and can make you feel more refreshed and invigorated than you've felt in years — maybe even decades!

Probiotics are not just good for your digestive health, but great for the rest of your body, too. In fact, new research shows that probiotics can offer new hope and health for a variety of health conditions.

ALLERGIES AND ASTHMA

Over 50 million Americans suffer from allergies every year. The American Association of Allergy, Asthma and Immunology states that allergy related diseases are the sixth leading cause of chronic disease in the United States. The result is 8 million visits to the doctor and \$2.3 billion spent in allergy medication.

However, there is new hope for allergy sufferers. Just as probiotics work to restore the bacterial flora of the colon, they can also work in other parts of the body to restore healthy bacteria levels too – and even relieve allergy symptoms.

For example, studies show that *Lactobacillus plantarum*, *L. rhamnosus*, *L. casei* and *L. bulgaricus* can help protect against some allergic disorders and reduce the intestinal inflammation due to food allergies.

When probiotics get busy in the nose and sinuses, they reduce bad nasal bacteria, allowing mucus trapped by inflammation to break free. *The American Journal of Clinical Nutrition* reported a study by Swiss

researchers that sought to test the possible effect of probiotics on the bacteria in the nose.

Results showed that 41% of those tested showed a 100% reduction of harmful bacteria in the nose; with all others showing reductions of a minimum of 19%. The most effective probiotics were *B. Bifidum*, *L. rhamnosus*, *L. acidophilus* and *Streptococcus thermophilus*.

Several probiotic supplements contain **pre**biotics (carbohydrates and fiber that nourish the probiotics) such as inulin, FOS or polydextrose. These prebiotics are helpful in that they provide the microflora (beneficial bacteria) with a food source as it moves through the digestive tract. According to one Italian study, patients who consumed a prebiotic had fewer skin allergies. They also had significantly greater numbers of *bidiobacterium* in the intestines. Bifidobacteria levels are depleted as we age, and this bacteria is important to stop pathogens like e.coli and salmonella from grabbing hold and causing harm.

CHOLESTEROL

According to researchers at Oklahoma State University *L. Acidophilus* can help digest cholesterol before it can reach the bloodstream, and can have a measurable effect in reducing serum cholesterol levels. What's more, a University of Kentucky report found that *L. acidophilus* supplementation lowered heart attack risk 10 to 12 percent in patients with high cholesterol.

MOST POTENT STRAINS

Looking for a quality probiotic? According to research, these super strains are shown to be the most effective for boosting overall digestive health.

Lactobacillus Strains

L. acidophilus DDS-1

L. casei ATCC393

L. plantarum NX5870

L. rhamnosus

L. salivarius NX5863

L. bulgaricus NX5856

Bifidobacterium Strains

B. bifidum ACC15696

B. breve BR-03

B. infantis NX5845

B. lactis BL-1

B. longum NX5846

Other Important Strains

Streptococcus thermophilus DSM 20617

Bacillus coagulans ATCC7050

Finally, 2 clinical studies published in the *Journal of the American College of Nutrition* found a 2 to 3 percent reduction in blood cholesterol levels among subjects who consumed *L. acidophilus* for four weeks.

FOOD POISONING AND HARMFUL PATHOGENS

According to The Centers for Disease Control and Prevention, as many as 2 million people contract bacterial infections in the hospital every year — and 90,000 die as a result. Germs are becoming more resistant to the antibiotics we have, so it's crucial to boost the germ-fighting ability your body already has.

Thanks to the overuse of antibiotics, many of the friendly flora that would control coliforms and other bad bacteria are no longer up to the task. However, research shows bifidobacteria *B. longum* inhibits *salmonella*, *E. coli*, *staphylococcus*, *clostridia* and other nasty bugs that want to move in and take over.

Researchers believe healthy flora reduce the body's exposure to food-borne carcinogens by detoxifying ingested chemicals, shutting down "bad" bacteria, and stimulating the immune system to defend against cancer growth.

In particular, scientists have found that *B. longum* detoxifies various carcinogenic toxins in our food, including nitrosamines found in beer and processed foods like bacon, sausage and other preserved fish and cheese products. Lab studies report that it significantly inhibits the growth of colon cancer cells.

IRRITABLE BOWEL SYNDROME

The use of probiotics to alleviate inflammatory bowel conditions such as IBS, Crohn's, and ulcerative colitis is one of the most intensely studied areas in health research today. Scientists at Boston's Tufts University School of Medicine as well as the University of Ottawa in Ontario, Canada suggest that probiotics can help patients who suffer from the gas and bloating of IBS.

Polish researchers at M. Curie Regional Hospital found that a remarkable 95 percent of IBS patients treated with *Lactobacillus plantarum* found relief from abdominal pain and constipation.

LACTOSE INTOLERANCE

If you suffer gas, cramping, nausea, abdominal pain, bloating or diarrhea after eating milk or dairy products, you could be lactose intolerant. Lactose intolerance is the inability to digest significant amounts of lactose, the major sugar found in milk and milk products.

Lactose intolerance is caused in part by a shortage of lactase, an enzyme produced by the cells that line the small intestine. In about 75% of the world's population, a genetic trait causes lactase levels to start irreversibly decreasing after weaning. By adulthood, most lactase activity is lost. That's why lactose intolerance symptoms often don't show themselves until you reach middle age.

A healthy intestinal population of *L. acidophilus*, *B. Bifidum* and *L. plantarum* are quite effective against symptoms of lactose intolerance. Plus, they improve calcium absorption among those who are lactose intolerant, which can provide benefits to bone health, too.

STRESS

Chronic stress over a long period of time tends to make the gut less resistant to harmful microbes which leads to digestive problems. Stress overrun also triggers IBS, Crohn's Disease and Ulcerative Colitis.

However a new Canadian study shows that probiotics could help intestinal problems caused by chronic stress. Phillip Sherman of Toronto's Hospital for Sick Children stated that subjects were given *Lactobacillus rhamnosus* and *Lactobacillus helveticus*. After seven days, there were no signs of diarrhea, weight loss or loss of appetite. There were also no signs of harmful bacteria in the intestinal walls.

TRAVELER'S DIARRHEA

Everywhere you travel, you encounter "strange" bugs that can throw you for a loop. They're in the water, in food that is improperly cleaned or undercooked, or on drink glasses or utensils. Those risks skyrocket in lesser-developed countries where many of today's most popular vacation destinations are located. Water quality and other standards may not always be up to snuff. Most restaurants don't have the same kinds of high health standards you are used to.

According to Patricia Raymond, M.D. travelers should consider taking probiotics for a few days before your trip, during the trip and after the trip is over to help ward off the invading pathogenic bacteria that can cause Traveler's Diarrhea. "It's a great alternative to anti-diarrheals that simply stop up the symptoms, but don't address the cause or let the toxins out of your system," she says.

To boost your first line of defense, two weeks before your departure, take the recommended levels of the "big three" Probiotics (*L. acidophilus*, *B. bifidum*, and *L. bulgaricus*). You need all three of the friendly bacteria to make sure your defensive capabilities are equal to whatever threats may arise. Also, *Lactobacillus plantarum* and *Lactobacillus reuteri* have all been shown to relieve diarrhea.

Before you travel, be sure to choose a probiotic supplement contains both lactobacillus and bifidobacterium cultures, fortified with FOS prebiotic. Then, take at least two capsules per day during your trip.

YEAST INFECTIONS (CANDIDA)

Candida on the loose can trigger a staggering number of health disorders, including: allergies, diabetes, chronic fatigue, headaches, PMS and Menopause problems, mood swings and low libido. Studies show that *L. acidophilus* generates hydrogen peroxide that controls yeasts such as *Candida* and prevents yeast infections throughout the body. *B. Bifidum* and *E. facieum* are also effective against the overgrowth of *candida albicans*, as well as some viruses and bacteria.

Your Digestive System Can Do Its Job Right — If You Give It the Help It Needs

Are you one of the tens of millions of people who are fed up with digestive woes and the toll they take? Then a high-quality probiotic can provide you with a real chance to live better and feel better — in just a matter of weeks or even days.

If you've tried a probiotic product before but it didn't deliver as promised, you have every right to be skeptical. But as you've seen in this Special Report, there are many reasons why so many probiotic supplements don't give you the results you want.

The next time you wish to purchase a probiotic supplement, be a label reader.

- Does it contain a balanced mix of *Lactobacillus* and *Bifidobacteria*?
- Does it list the species of the individual strains? If so, are they the most powerful?
- Does it contain at least 5 billion CFUs per capsule?
- Check the bottle. Have the capsules inside sitting on the shelf for months, exposed to light, heat and humidity? When is the expiration date?

One of the best researched, probiotic formulas that meets all this criteria is **Super Shield**, now available from Blue Rock Holistics. **Super Shield** multi-probiotic contains 13 of the most powerful “Super Strains” that are proven by science for their potency and effectiveness, including

- *Bifidobacteria infantis NX5845*
- *Lactobacillus acidophilus DDS-1 Super Strain*
- *Bifidobacteria lactis BL-1*
- *Bifidobacteria bifidum ATCC15696*
- *L. Rhamnosus*
- *L. Bulgaricus NX5856*
- *L. Plantarum NX5870*
- *L. Salivarius NX5863*
- *L. Casei ATCC393*
- *Bifidobacteria Longum NX5846*
- *Bifidobacteria Breve BR03*
- *Streptococcus Thermophilus DSM20617*
- *Bacillus Coagulans ATCC7050*

Super Shield also contains FOS prebiotic fiber, which ‘feeds’ the bacteria on the way through the intestinal tract and increases bifidobacteria levels.

Blue Rock Holistics goes to incredible lengths to ensure the full potency of each **Super Shield** capsule. They begin by using only the most robust strains of the most beneficial cultures, produced and encapsulated under pharmaceutical-grade conditions. **You're guaranteed 7.25 billion viable cells per capsule**—which will pass through stomach acids unharmed and reach your intestines ready to do their work.

You can order **Super Shield** at www.bluerockholistics.com or by calling 1-315-295-1236 .

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