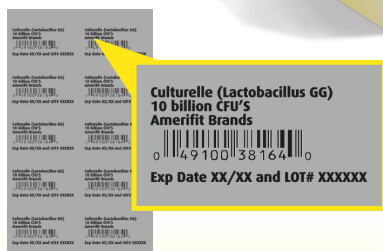




# America's Leading Probiotic



## The Power of Probiotics

Culturelle contains Lactobacillus GG, the most clinically studied probiotic in the world and has proven efficacy in major therapeutic areas such as

- Diarrhea
  - Acute Diarrhea
  - Antibiotic Associated Diarrhea (AAD)
  - Clostridium Difficile
- Immunomodulation
  - Vaccine response
  - Systemic Health
  - Allergy

### Why Culturelle?

- Single strain of bacteria allowing exact mechanism of action to be identified; not possible with mixed strains which may have competing modes of action
- Broad spectrum benefits-provides gastrointestinal benefits along with generalized immune system effects
- Quality packaging, no refrigeration required; guaranteed shelf life
- Lactobacillus GG specifically has GRAS status with FDA—not grandfathered with all Lactobacilli
- DBPC studies-invested in ongoing research; Drug Master File with FDA
- Only supplement sold in the US containing Lactobacillus GG (Lactobacillus caseii subspecies rhamnosus ATCC 53103-strain identifier)
- Survives the stomach to colonize entire intestinal tract
- Guaranteed delivery potency at the time of use (not just at time of manufacture) to provide a high count per capsule of the dose proven to be most effective for this strain (10b CFU's)
- Safe for infants & children
- Can be safely taken with antibiotics & other medications

### Why Lactobacillus GG?

- Acid & bile resistant – most acidophilus is not unless enteric coated
- Human derived bacteria – not isolated from plants, soil or other animals
- Attachment to bowel epithelium – not just laying on the surface
- Successful colonization – live bacteria can be cultured from stool in 48 hrs
- All probiotics are not equally beneficial in preventing AAD & C-diff
  - Culturelle has demonstrated efficacy & adequate safety profiles in DBPCRT

### Facts

- 10-15% of all hospitalized pts get AAD
  - 15-20% of those get C-diff (3.4-8.4 cases per 1000 admissions in 2007)
- 50% of patients hospitalized longer than 4wks get C-diff
  - Increases average LOS by 2 wks
  - Leading cause of nosocomial acquired intestinal infection in the US, most not transmission related but acquired due to therapies

CREW9200-1

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For more information, please call 1-800-722-3476 or visit [www.Culturelle.com](http://www.Culturelle.com)

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