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FOR IMMEDIATE RELEASE

## **FLORASTOR® 2009 PRODUCT FACT SHEET**

### **Clinically Studied; Number-one Probiotic Worldwide; Recently Added to ConsumerLab.com List of Approved Quality Products**

There are billions of microbiota inside the intestines that keep the digestive system working properly. An upset in the balance of these microbiota, or *flora*, can cause intestinal problems, including diarrhea and abdominal discomfort, which can range from moderate to severe. **Florastor®** is a clinically-tested, natural, yeast-based probiotic that aids in the growth of good microbiota in the intestines, while destroying and removing pathogenic (bad or disease-causing) microbiota to help maintain or restore optimal intestinal health.

After recently undergoing intensive voluntary testing, Florastor has been named to the list of Approved Quality Products on ConsumerLab.com, the leading provider of independent test results and information to help consumers and healthcare professionals evaluate health, wellness and nutrition products. Previously available on a limited basis, Florastor is now available throughout the United States at many retail outlets.

**Active Ingredient:** *Saccharomyces boulardii lyo* 250mg (yeast)  
(equivalent to 5 billion live cells)  
Derived in a patented process from live, freeze-dried, yeast cells

**Features:** **Clinically Studied:**  
The active ingredient in Florastor has been clinically tested for more than 50 years. *Saccharomyces boulardii lyo* (or *S. boulardii*) helps to eliminate or prevent diarrhea by promoting the growth of good microbiota, helping to remove pathogens from the intestines and neutralizing bacterial toxins.

**Strengthens Intestines:**  
Florastor also strengthens the digestive tract's ability to help fight infection by:

- Releasing polyamines (organic compounds that stimulate cell growth) to help repair the mucous membranes of the intestinal walls

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- Stimulating the production of immunoglobulins (proteins that function as antibodies)
- Increasing short-chain fatty acids to help nutrient absorption

**Children’s Version:**

Unique because it can be safely given to babies and children from the age of two months, the children’s version – **Florastor® Kids** – is a great-tasting powder form of Florastor . It provides the same benefits as traditional capsule-form Florastor and can be dissolved in beverages, including infant formula, or soft foods, such as applesauce.

**When to Use:**

Florastor and Florastor Kids can be used to help prevent and manage:

- Antibiotic-associated diarrhea (AAD)
- Traveler’s diarrhea
- *Clostridium difficile* (*C. diff*, which is a severe, possibly fatal infection of the colon that can occur after healthful intestinal flora are wiped out by the use of strong antibiotics, allowing a pathogenic bacteria to thrive; currently being seen more often, as *C. diff* is on the rise)
- Chronic inflammatory intestinal conditions (such as Crohn’s disease and ulcerative colitis)
- Acute diarrhea, such as that from *Salmonella* or *E. coli* (food poisoning)

**History:**

**Number-One Probiotic Worldwide:**

Florastor has been clinically tested and sold internationally for more than 50 years and is the #1 selling probiotic worldwide, with an estimated 1.7 billion daily doses sold to date. Florastor has been available on a limited basis through pharmacists in the United States since 2003, and Florastor Kids since 2005. The active ingredient in Florastor is mentioned by the World Health Organization for the management of *C. diff*-associated diarrhea (*Saccharomyces boulardii: a valuable adjunct in recurrent Clostridium difficile disease? (1995) WHO Drug Information; 9; (1); 15-16*). Florastor is now available at most national chain pharmacies throughout the U.S. at numerous retail outlets.

**Recent Science:**

- ***American Journal of Gastroenterology***  
*McFarland, L.V. (2006). Meta-analysis of probiotics for the prevention of antibiotic associated diarrhea and the treatment of Clostridium difficile disease. American Journal of Gastroenterology. 101, 812-822.*  
An article combining 31 randomized controlled trials determined that *Saccharomyces boulardii*, the active ingredient in Florastor, was among the probiotics shown to help prevent antibiotic-associated diarrhea, and is the only probiotic shown to be useful in combating *Clostridium difficile* (*C. diff*).
- ***Gastroenterology and Hepatology***  
*Huebner, E.S., & Surawicz, C.M. (2006). Treatment of recurrent Clostridium difficile diarrhea. Gastroenterology and Hepatology. 2, 203-208.*  
Study demonstrates the use of *Saccharomyces boulardii* in conjunction with antibiotics to treat recurrent *Clostridium difficile*-associated disease (CDAD); shows a significant decrease in further recurrences by up to 50 percent.
- More than 45 studies are available that support Florastor's efficacy and safety. Summaries are available at [www.sboulardii.com](http://www.sboulardii.com).

**Availability:**

- Florastor is available in bottles of 10 capsules for a suggested price of \$10.95, 50 capsules for a suggested price of \$43.95, or a 20-capsule blister pack for a suggested price of \$21.95.
- Florastor Kids is available in a box of 10 powder packets for a suggested price of \$12.95 and in a box of 20 powder packets for a suggested price of \$21.95.

**Where to Buy:**

Florastor is available in most retail chain pharmacies, and at independent pharmacies. Visit [www.florastor.com](http://www.florastor.com) to find out where to purchase Florastor in your area. It is commonly found in the anti-diarrheal/stomach aid section, and can also be obtained by asking the pharmacist (many stores keep Florastor the product behind the counter). It can also be purchased online at [www.drugstore.com](http://www.drugstore.com) or [www.newtimrx.com/florastor.html](http://www.newtimrx.com/florastor.html).

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