



Clinical Applications

- Supports a Healthy Microbiome*
- Replenishes Good Bacteria in the Gut*
- Supports the Natural Immune Response*
- Supports Lactose Digestion*
- Supports Bowel Regularity*

*FloraMax™ 70 feature a diverse blend of HOWARU® and FloraFIT® probiotic strains to support a healthy gut microbiome. Each strain is well-researched and identity-verified and has been genetically characterized and properly classified for your safety and assurance. These strains were not only selected for their health benefits and complementary actions but also for their viability and stability. To protect the bacteria from light and moisture, opaque and foil-lined packaging is utilized for both formulas.**

All Creating Health™ Formulas Meet or Exceed cGMP Quality Standards

Discussion

Multiplicity of microbiota species is characteristic of the GI microbiome in healthy individuals, and a loss in species has adverse effects.^[1-3] Dietary diversity and taking a variety of probiotic species and strains are methods that help support a healthy microbiome.^[1,4] FloraMax™ 70 provide 18 different strains belonging to 13 different species of three different genera. For consumer convenience, these formulas are available as a powder at a dose of 350 CFUs per stick pack or encapsulated at a maintenance dose of 45 billion CFUs per capsule. The HOWARU and FloraFIT strains that comprise these formulas are stable, proven, and trusted worldwide.*

Featured Strains: *Bifidobacterium lactis* HN019™ and *Lactobacillus rhamnosus* HN001™

B. lactis HN019® and *L. rhamnosus* HN001® have been studied extensively in vitro and in vivo (in animals and humans) to establish beneficial effects and safety.^[5-20] In human research, *B. lactis* HN019® significantly decreased mean whole-gut transit time in adults compared to placebo.^[6] Supplementation also had a positive effect on functional GI symptoms, as were self-reported by patient surveys. In a randomized, double-blind, placebo-controlled human dietary intervention study in subjects 60 or more years of age, supplementary HN019® resulted in desirable changes in the intestinal microflora, including significant increases in bifidobacteria and lactobacilli.^[13] HN019® has also shown promising effects on parameters of cardiovascular and metabolic health. Compared with baseline and control group values, individuals taking 27 billion CFU had a significant reduction in body mass index, significant improvements in cholesterol and low-density lipoprotein metabolism, and significant decreases in tumor necrosis factor-alpha and interleukin-6.^[19] In a three-week study, individuals consuming low-fat/low-lactose milk supplemented with HN019® or HN001® showed increased immune activity when compared to a milk-alone run in.^[10] These increases were significantly correlated with age; that is, subjects older than 70 years experienced significantly greater improvements than those under 70 years. Researchers suggest that these results demonstrate the ability of HN019® and HN001® to combat some of the deleterious effects of immunosenescence on cellular immunity.^[10] Animal studies demonstrate the ability of HN001® to support natural and acquired immunity as well as promote resistance.^[17,18] More recently, human studies have demonstrated HN001®'s protective effect on skin health in genetically susceptible individuals.^[7,11]

Other Strains in FloraMax™ 70 Have Demonstrated Probiotic Effects in Either In Vitro or In Vivo Research:

- Cause the development of inhibition zones around *Clostridium difficile*, *Salmonella typhimurium*, *Staphylococcus aureus*, *Escherichia coli*, and *Listeria monocytogenes* in agar assays*^[20]
- Populate vaginal tissue*^[21]
- Induce moderate maturation and activation of dendritic cells*^[22]
- Degrade oxalates*^[23]
- Increase IgA and IgG responses*^[25]
- Reduce levels of *E. coli* and *enterococcus* after antibiotic therapy*^[26]
- Help increase and recover numbers of intestinal lactobacilli and/or bifidobacteria*^[27]
- Promote well-being in relation to intestinal cytokine production*^[28,29]
- Improve gastrointestinal health and well-being when under challenge*^[27,29]
- Help maintain upper respiratory health*^[30]
- Alter the fecal microbiota in obese subjects*^[31]
- Maintain healthy fluid balance and integrity of intestinal wall*^[32]
- Support intestinal barrier function*^[32]

Genetic Testing, Acid and Bile Tolerance, Adhesion

The lactic acid-producing strains in these formulas have a history of safe consumption and, based on testing, have excellent probiotic potential.^[20,33,34] Each bacterium has been genetically characterized and properly classified by independent labs. The organisms have demonstrated tolerance to low pH conditions (hydrochloric acid and pepsin at pH3 for one hour at 37°C), tolerance to bile at concentrations existing in the duodenum, and the ability to adhere to human epithelial cell lines (Caco-2 and HT-29). Adhesion is thought to be an important factor affecting these bacteria's length of time in the intestines, their ability to modulate immune function, and their ability to take up intestinal "real estate" in competition with other organisms.*^[34]

Many of the strains have had additional studies performed, which include testing for the following^[20]:

Continued on next page

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Supplement Facts

Serving Size: 1 Capsule
Servings Per Container: 30

	Amount Per Serving	%Daily Value
<i>Lactobacillus acidophilus</i> La-14®	80 mg (16 Billion CFU) [†]	**
<i>Bifidobacterium lactis</i> Bb-04®	26 mg (13 Billion CFU) [†]	**
<i>Lactobacillus bulgaricus</i> Lb-87™	12 mg (0.6 Billion CFU) [†]	**
<i>Bifidobacterium longum</i> subsp. <i>Infantis</i> Bi-26™	12 mg (0.6 Billion CFU) [†]	**
HOWARU® Bifido (<i>Bifidobacterium lactis</i> HN019®)	10.66 mg (3.2 Billion CFU) [†]	**
<i>Lactobacillus plantarum</i> Lp-115®	7.5 mg (3 Billion CFU) [†]	**
<i>Bifidobacterium longum</i> Bb-05™	6 mg (0.6 Billion CFU) [†]	**
<i>Bifidobacterium bifidum</i> Bb-06™	6 mg (0.6 Billion CFU) [†]	**
HOWARU® Rhamnosus (<i>Lactobacillus rhamnosus</i> HN001®)	4.44 mg (2 Billion CFU) [†]	**
<i>Lactobacillus rhamnosus</i> Lr-32®	3 mg (0.6 Billion CFU) [†]	**
<i>Lactobacillus brevis</i> Lbr-35™	3 mg (0.6 Billion CFU) [†]	**
<i>Lactobacillus gasseri</i> Lg-36™	3 mg (0.6 Billion CFU) [†]	**
<i>Lactobacillus casei</i> Lc-1®	2 mg (0.6 Billion CFU) [†]	**
<i>Lactobacillus salivarius</i> Ls-33®	2 mg (0.6 Billion CFU) [†]	**
<i>Bifidobacterium breve</i> Bb-03™	2 mg (0.6 Billion CFU) [†]	**
<i>Lactococcus lactis</i> Li-23™	2 mg (0.6 Billion CFU) [†]	**
<i>Streptococcus thermophilus</i> St-21™	1.5 mg (0.6 Billion CFU) [†]	**
<i>Bifidobacterium bifidum/Bifidobacterium lactis</i> Bb-02™	1.3 mg (0.6 Billion CFU) [†]	**

**Daily Value not established.

Other Ingredients: Potato maltodextrin, acid-resistant capsule (hypromellose, gellan gum, and water), hydroxypropyl cellulose, magnesium stearate, and calcium silicate.

†colony-forming unit

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