



How to Choose a Probiotic - Part 2

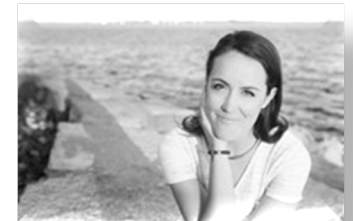


GENESTRA
BRANDS®



Atrium Innovations Brands **ATRIUM**
INNOVATIONS

Presented by Dr. Jacs Cooper, ND
Director of Field Training & Education



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RA May 2021



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I am a paid advisor to Seroyal. I have no other conflicts of interest to disclose.

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Key Concepts from Part 1



Indications for Use

Criteria for Choosing a Probiotic

Colonization Patterns of Microflora

Four Core Broadly Studied HMF Strains



When should we recommend a probiotic?

2

Indications for Probiotic Use:

- Anti-biotic use
- Digestive symptoms (bloating, constipation, diarrhea)
- Symptoms of inappropriate immune activity (food intolerances)
- Ongoing use of certain medications (oral contraceptives, HRT, PPIs, SSRIs)
- Acute or chronic stress
- Pregnancy / Post-natal
- Preventative health maintenance

Other Considerations:

- Our microbiome influences how our body digests & assimilates nutrients.
- Consider recommending a probiotic when a patient is struggling to adhere to dietary recommendations (our microbiome influences our food choices).
- Also consider including a probiotic supplement when a patient is compliant with dietary changes, but not seeing expected results.

Microbiota in the small intestine help produce:

- acetylcholine
- dopamine
- serotonin
- catecholamines
- melatonin
- GABA
- histamine
- active B vitamins



Critical Criteria for Choosing a Probiotic



1

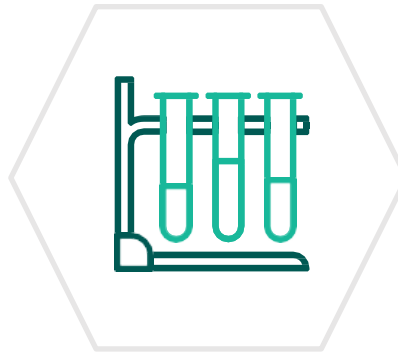
100% Human
Strain Bacteria



Human sourced strains have been shown to effectively adhere and colonize.

2

Clinical
Research



Research on a particular strain can **NOT** be extrapolated to other strains.

3

CFUs &
Delivery Method

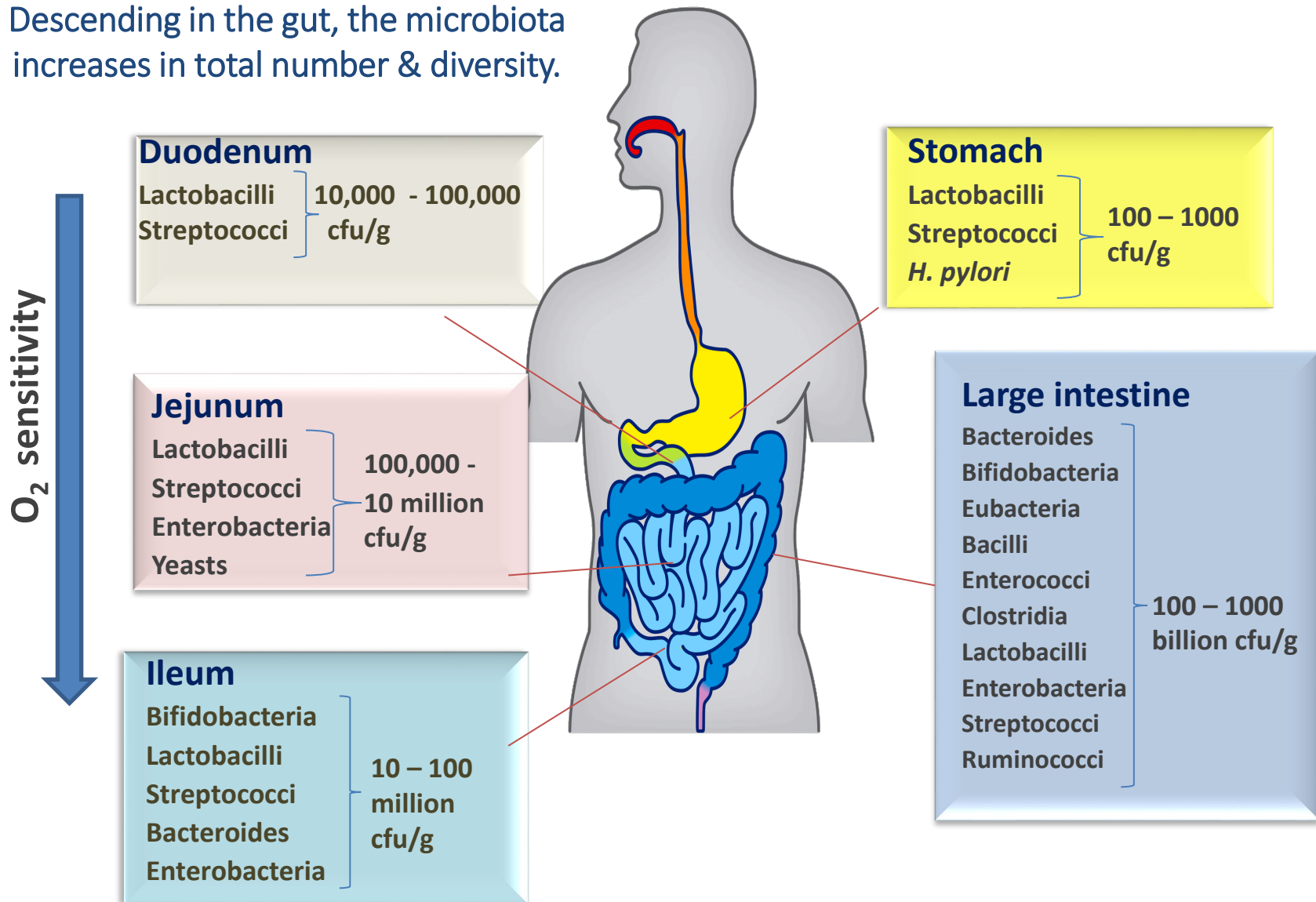


Bacteria colonize in varying concentrations throughout the gastrointestinal tract.



Typical Microbiota of the Adult Gastrointestinal Tract

Descending in the gut, the microbiota increases in total number & diversity.



Four Core Broadly Studied Strains



Lactobacillus acidophilus (CUL-60)

Lactobacillus acidophilus (CUL-21)

Bifidobacterium bifidum (CUL-20)

Bifidobacterium animalis subsp. *lactis* (CUL-34)

Alongside Anti-biotics

- Reduce the growth of opportunistic infections
- Reduce growth of antibiotic resistant bacteria
- Reduce incidence of antibiotic associated diarrhea

Immune Health

- Reduction of frequency, duration and intensity of Upper Respiratory Tract Infections in children
- Lower frequency of visits to doctor's office and reduced antibiotic use

Digestive Health

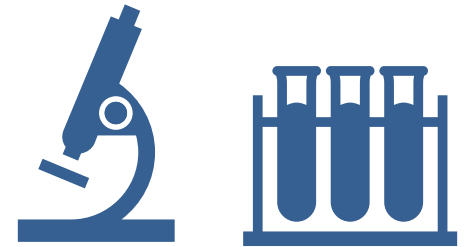
- Improves intestinal permeability
- Provides relief from IBS symptoms with respect to days without pain and improved satisfaction with bowel movements
- Reduces the occurrence of IBS symptoms in endurance athletes

Cognitive Health

- Lessening trait anxiety
- Support cognitive health, memory & overall brain health



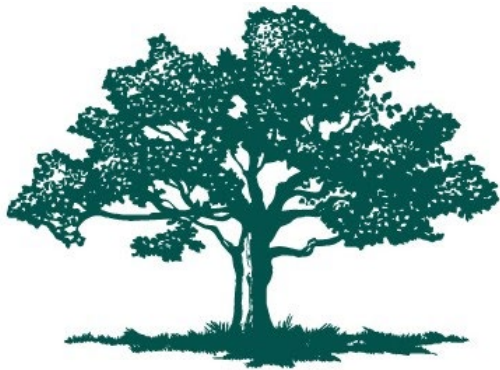
HMF Research Driven Probiotics



Specialty Strains

Lactobacillus plantarum (CUL-66)

Lactobacillus rhamnosus (CUL-63)



Speicalty Strains – Fat Metabolism



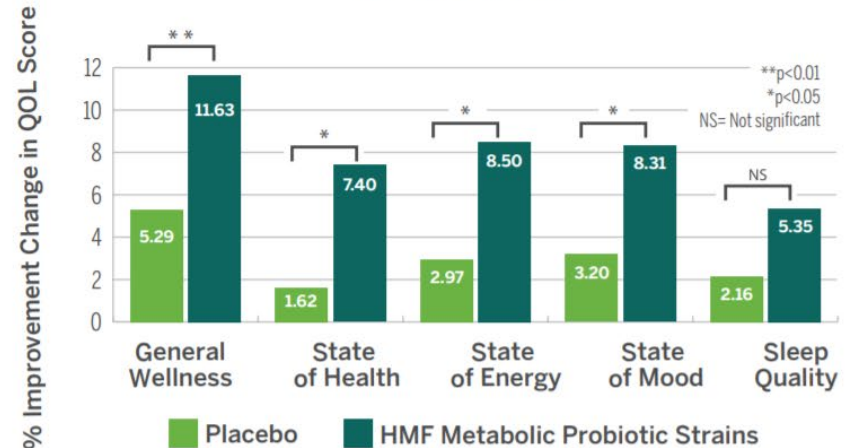
Genestra HMF *Lactobacillus plantarum* (CUL-66)

★ Participants in Promegen study made NO changes to diet or lifestyle ★

Weight Profile



Quality of Life



50
Billion



Genestra's Four Core
Broadly Studied
Human Strains

+ *Lactobacillus plantarum* (CUL-66)



Metabolic Strains



50
Billion

16.5 Billion CFU of Genestra HMF *Lactobacillus plantarum* (CUL-66)

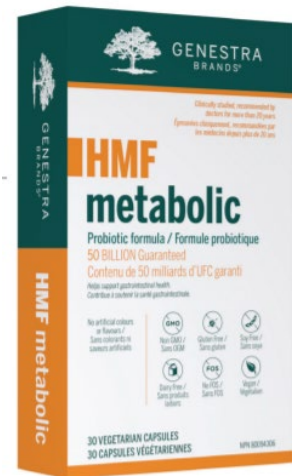
33.5 Billion CFU of Genestra's 4 HMF *broadly studied* probiotic strains

Research involving the combination of proprietary strains in HMF Metabolic suggest this combination of probiotics:

Helps assist in weight management when used with a program of reduced intake of dietary calories and increased physical activity.

Supports gastrointestinal health

Increased quality of life scores, including general wellness and state of health





Lactobacillus rhamnosus (CUL-63)



Lactobacillus rhamnosus (CUL-63) has been shown to facilitate the metabolism of undigested wheat and dairy proteins.

These proteins when left incompletely digested are exorphins, opiate food peptides. They elicit an 'opiate-like effect' in the brain, resulting symptoms experienced by individual include a cloudiness of consciousness, or what many refer to as 'brain-fog'



Specialty Strains – HMF Neuro Capsules & Powder



12
Billion

Genestra's HMF *Lactobacillus rhamnosus* (CUL-63)

Combined with Genestra's Broadly Studied Strains and Glutamine

Genestra's Four Core
Broadly Studied
Human Strains

+

Lactobacillus rhamnosus (CUL-63)
Glutamine



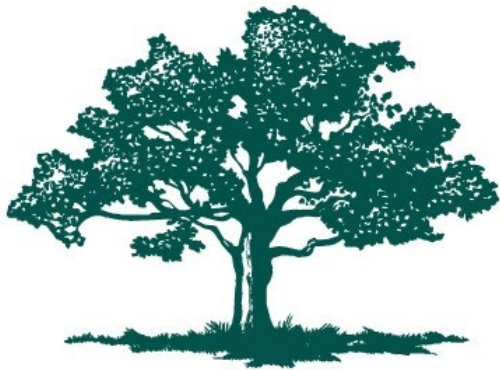
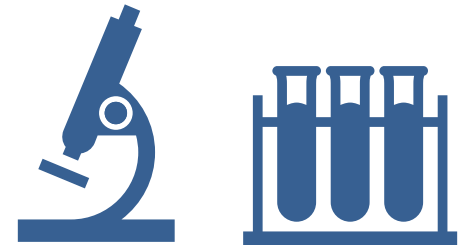
250 mg Glutamine
No FOS



500 mg Glutamine
250 mg FOS



HMF Research Driven Probiotics



Moms & Infants

Lactobacillus salivarius (CUL-61)

Lactobacillus paracasei (CUL-08)

Bifidobacterium bifidum (CUL-20)

Bifidobacterium animalis subsp. *lactis* (CUL-34)



Strains for Moms & Infants



Objective of the double-blind, placebo controlled study:

TO INVESTIGATE:

- The safety of proprietary human probiotic strains* in pregnancy and for newborns
- The effect of a proprietary human probiotic on skin and immune health

*Strains used in trial:

Lactobacillus salivarius (CUL-61)

Lactobacillus paracasei (CUL-08)

Bifidobacterium bifidum (CUL-20)

Bifidobacterium animalis subsp. *lactis* (CUL-34)

Design of the study:

454 pregnant women and infant pairs

10 billion CFU HMF probiotic* provided to mothers in 3rd trimester and babies daily from birth for 6 months

Follow up occurred at 6 months and 2 years of age

Outcome of the study:

57% decrease in incidence of atopic eczema

44% decrease in skin prick allergy sensitivity testing to common food allergens (milk, eggs, pollen, etc.)

Benefits maintained in cohort receiving probiotics at 2 year follow up



Strains for Moms & Infants



Four proprietary human probiotic strains that have been tested for safety during pregnancy and newborns.

Lactobacillus salivarius (CUL-61)

Bifidobacterium bifidum (CUL-20)

Lactobacillus paracasei (CUL-08)

Bifidobacterium animalis subsp. *lactis* (CUL-34)

10
Billion

No Prebiotics



Dairy Free



No FOS



Vegan



Non GMO



Gluten Free



Soy Free



Non GMO



Gluten Free



Soy Free



10
Billion

With Prebiotics



Strains for Moms & Infants



1
Billion

CFUs per 5 drop serving in a shelf-stable liquid option

HMF Baby Drops are beneficial for promoting infant gut health and decreasing symptoms associated with colic.

HMF Baby Drops consists of a combination of two probiotic organisms to support gastrointestinal health and provide relief in infant colic

***Pediodoccus pentosaceus* (KABP™-041) & *Bifidobacterium longum* (KABP™-042).**

Clinical trials demonstrate that these organisms help to:

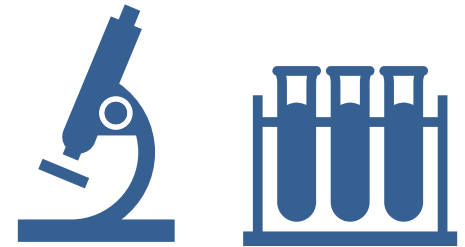
- Promote favorable gut flora and support gastrointestinal health
- Improve colic symptoms in infants, such as crying, fussing, or irritability
- Reduce total crying time and duration of crying episodes in infants with colic by providing gut comfort and colic symptom relief



EACH SERVING [5 DROPS (0.25 mL)] CONTAINS:
Bifidobacterium longum
subsp. *longum* (KABP™-042) 0.5 billion CFU
Pediodoccus pentosaceus (KABP™-041) 0.5 billion CFU



HMF Research Driven Probiotics



Specialty Combination Probiotics

Immune Support

Cognitive Health

Digestive Support

Urinary Tract & Vaginal Health





HMF Fit For School



HMF Immune



HMF Immune Powder



All three formulations deliver 1000 IU of immunomodulatory vitamin D

Each chewable tablet contains:

12.5 billion CFU of the four core broadly studied HMF strains in a convenient chewable form, combined with 1000 IU of Vitamin D and 50 mg of Vitamin C. Fit for School is also available in a powder form.

Each chewable tablet contains: 25 billion CFU four core broadly studied HMF strains combined with a 5th strain with it's own clinical study for preventing URTIs. Along with 1000 IU of Vitamin D, **now available in a shelf-stable option!**



Each sachet contains:

12.5 billion CFU four core broadly studied HMF strains alongside a combination of **16 vitamins and minerals** that include Vitamin D 1000 IU, Vitamin C 1000 mg & Zinc 5.5 mg.





The four broadly studied proprietary HMF strains combined with Bacopa, Lutein & Zeaxanthin, helps support memory as well and brain function.

12.5
Billion

*Genestra's Core Four
Broadly Studied
Human Strains*



*Bacopa
Lutein
Zeaxanthin*

BACOGNIZE Bacopa has been clinically shown to support cognitive health (attention, freedom from distractibility and working memory).

Helps maintain eyesight in conditions such as cataracts and age-related macular degeneration and improves macular pigment optical density.



Digestive Support



Four proprietary human probiotic strains combined with broad spectrum enzyme support to aid in the digestion of proteins, fats and carbohydrates.

12.5
Billion

*Genestra's Core Four
Broadly Studied
Human Strains*



Digestive Enzyme Support
*Protease
Lipase
Amylase*



Impaired enzyme activity can compromise absorption of nutrients, particularly fat soluble vitamins (A, D, E, K).

Aids digestion and promotes gastrointestinal health.

Microbial derived enzymes make them stable across a wide range of pH levels, and suitable for vegans.



Digestive Support



Five proprietary human probiotic strains given in a large dose to support colonization of bacteria in both small and large intestine.

500
Billion

*Genestra's Core Four
Broadly Studied
Human Strains*



*Lactobacillus salivarius (CUL-61)
(same strain present in
HMF Replenish/Antibiotic Care)*



300 billion CFU of Bifidobacterium provide high potency dose required to impact the densely concentrated microflora of the large intestine.

Concentration of Microflora

*Duodenum – 10,000 to 100,000 cfu/g
(Lactobacillus are the dominant species due to high O₂)*

*Large Intestine – 100 to 1000 billion cfu/g
(Bifidobacterium are the dominant species due to low O₂)*



Urinary Tract Protection



10-20% of women experience one or more incidents of urinary discomfort or UTIs each year. Cranberries are rich in polyphenol antioxidants, which reduce the ability of E. coli bacteria to attach to epithelial lining of urethra & bladder.

*Genestra's Core Four
Broadly Studied
Human Strains*



Lactobacillus gasseri (CUL-09)

 *Cranberry Extract* 



15
Billion
CFU

 *12.5g Fresh Fruit
Equivalent
(PACRAN®)*



10
Billion
CFU

 *30g Fresh Fruit
Equivalent*


600 mg Vitamin C
1515 mg Potassium



Urinary Tract Protection



Lactobacillus are the dominant microflora of the vaginal canal, they compete with undesirable flora for nutrients, adherence to lining, promote optimal pH and produce antimicrobial compounds.

*Genestra's Core Four
Broadly Studied
Human Strains*



Lactobacillus gasseri (CUL-09)

 *Cranberry Fruit Extract* 

Lactobacillus acidophilus (La-14)
Lactobacillus rhamnosus (HN001)



17.6
Billion
CFU

*7.5-10.8 g Dried
Equivalent*

Helps restore & maintain healthy vaginal flora

Supports intestinal health

Helps prevent recurrent urinary tract infections in women

Now available in chewable form, as well as a shelf-stable option



Shelf-stable HMF Vaginal Health



100
Million

CFUs of shelf-stable probiotics in a vaginal suppository

HMF Vaginal Health contains **Lactobacillus plantarum KABP™-061**, a patented probiotic strain with unique properties for restoring the vaginal flora and a high capacity for adherence to vaginal mucosa.

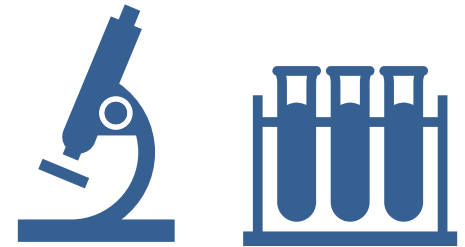
By producing lactic acid, this lactobacillus strain stabilizes the vagina's physiological pH and helps the body's natural defences to support vaginal health. By colonizing the vaginal cavity, this organism forms a protective barrier that inhibits the growth of other unwanted microorganisms.

Designed to help maintain a healthy vaginal microflora and to restore a healthy microflora following antibiotic treatment of recurrent candidiasis.

HMF Vaginal Health should be considered in situations where vaginal health is altered or is at risk of being altered.



What's New with HMF?



New Shelf-stable Formulations
Updated Labels



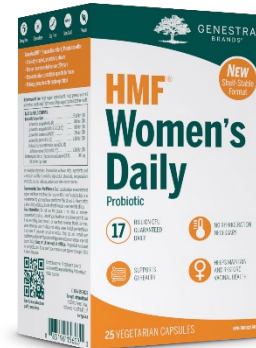
New Shelf-Stable HMF Formulations!



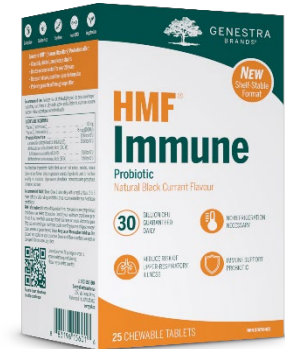
Same clinically researched formulas, new shelf-stable convenience



Best-sellers



Great options for daily maintenance



Condition specific





All clinical trials associated with current formulations also apply to the shelf-stable formats

Original Shelf-stable Formulations:

- HMF Travel
- HMF Fitness
- HMF Intensive 50
- Candaclear Four

Current Formulas, Now Also Available in Shelf-stable Option

- Shelf-stable HMF Intensive
- Shelf-stable HMF IBS Relief
- Shelf-stable HMF Forte
- Shelf-stable HMF Immune
- Shelf-stable HMF Women's Daily
- Shelf Stable HMF Multi Strain

New Shelf-stable Formulations with NEW Delivery format:

- HMF Baby Drops
- HMF Vaginal Health



**NO REFRIGERATION
NECESSARY**

Shelf-stable probiotics undergo the same manufacturing process as refrigerated formulas. The only difference is *an increased overage of bacteria* (above the label claim of viable bacteria guaranteed at time of expiry).



Stabilizer Ingredients Matter



Stabilizers are a necessary component of the manufacturing process

Some form of stabilizer **MUST** be used to protect the integrity of the bacterial organisms in probiotic formulations.

Since the range of stabilizer options is broad
the ingredients a company uses for this purpose matters immensely!

Atrium-Innovations brands uses sugars, salts and amino acids to:

- 1) Protect against freezing by reducing ice crystals formation and osmotic damage
- 2) Protect during drying by bridging three-dimensional structure of protein when water is removed during drying process



The sugar equivalent in our stabilizers in many cases is as little as 1/3 of a blueberry



HMF Probiotic Labels Are Evolving



All Genestra HMF Probiotics are the exact same clinically proven formulations used for the past 30 years!



Current Label Format



Updated Label Format



EACH CAPSULE CONTAINS/ CHAQUE CAPSULE CONTIENT:

Probiotic Consortium/ Consortium probiotique.....25 billion CFU/ milliards d'UFC
Lactobacillus acidophilus (CUL-60 & CUL-21).....19 billion CFU/ milliards d'UFC
Bifidobacterium animalis subsp. *lactis* (CUL-34)
 & *Bifidobacterium bifidum* (CUL-20).....6 billion CFU/ milliards d'UFC

Non-Medicinal Ingredients: Cellulose, hypromellose



EACH CAPSULE CONTAINS/ CHAQUE CAPSULE CONTIENT:

Probiotic Consortium/ Consortium probiotique25 billion CFU/ milliards d'UFC
Lactobacillus acidophilus (CUL-60 & CUL-21).....19 billion CFU/ milliards d'UFC
Bifidobacterium animalis subsp. *lactis* (CUL-34)
 & *Bifidobacterium bifidum* (CUL-20).....6 billion CFU/ milliards d'UFC

Non-Medicinal Ingredients: Cellulose, hypromellose. Ingredients used to maintain viability of probiotics (dipotassium phosphate, monopotassium phosphate, trehalose, sucrose).





The supplementation of probiotics alongside a fiber rich diet offer numerous health benefits, particularly for the gastro-intestinal tract. The benefits conferred however vary with the individual *strains* NOT species of bacteria.

Key Factors for Choosing a Probiotic

1. Human sourced strains (to maximize adherence to species specific attachment sites)
2. Strains (not species) backed by clinical research
3. CFU count & delivery method (avoid enteric coating)

Key Instructions for Patient

1. Ideally always take with food for maximal attachment in duodenum
2. Take 2-3 hours away from antibiotics
3. Aggravation of symptoms means the product is indicated & working





The Cambridge Clinical Trials

Substantial positive impact on constructive repopulation of the microbiome

- Decreased overgrowth of potentially harmful anaerobic bacteria – (enterobacteria, enterococci and staphylococci)
- Minimized loss of lactobacilli bacteria
- **Significant reduction in antibiotic resistance**
- **Decreased incidence of C. Difficile associated diarrhea**
- Neutralization of toxins produced by C. Difficile bacteria

The Sheffield Clinical Trial

Remarkable reduction in the severity scores of IBS symptoms

- 22% decrease in days with intestinal discomfort
- 32% improvement in satisfaction with bowel habits

The Keele Study

HMF core four probiotic strains improved mood & ability to pay attention

- **Significant decrease in feelings of worry and nervousness**
- **Significant increase in ability to focus and avoid distraction**





The Promegen Metabolic Study

The largest human study on how probiotics effect weight loss

- **Reduction in weight, waist circumference and BMI**
- **Most weight loss in people 50+ with high cholesterol (they also saw reduction in LDL, the most dangerous type of cholesterol)**
- **Decreased incidence of upper respiratory tract infections**
- Improvements in energy, mood & general wellness
- Less headaches & muscle pain

The Pro Child Study

Remarkable reductions repeated in a follow up trial

- **51% decrease of days with upper respiratory tract infection (URTIs) symptoms**
- 33% reduction in frequency of URTIs
- 30% decrease in absenteeism from school

The Swansea Baby Clinical Trial

HMF Proprietary Probiotic Consortium deemed safe and beneficial for use in pregnancy and early infancy

- 44% decrease in skin prick sensitivity to common food allergens (milk, eggs, pollen, etc.) in infants
- 57% decrease in the expression of atopic eczema (skin rash) in infants





Thank you for your participation!



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