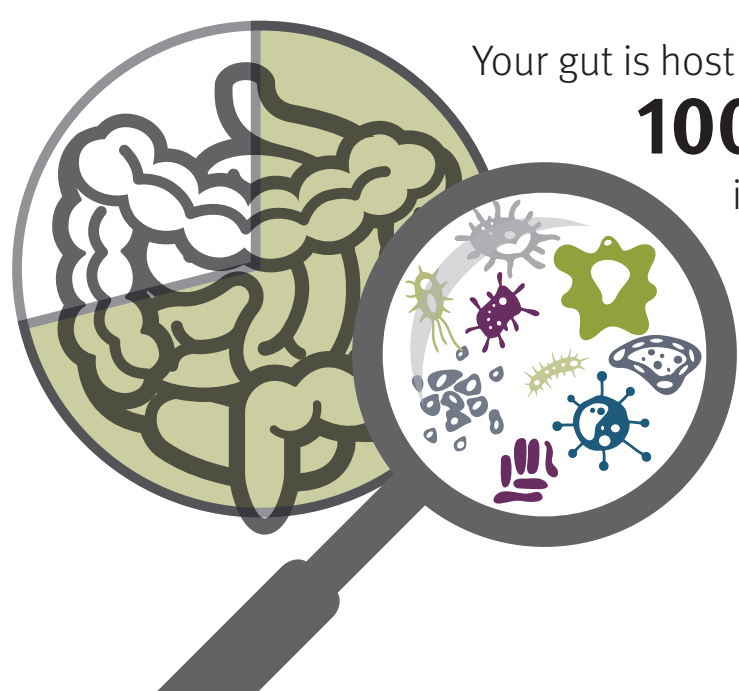


## Help Maximize Your Microbiome with UltraFlora Probiotics

Probiotics are living microorganisms that are beneficial to health. Your body is full of bacteria—both good and bad. Probiotics are often called “good” or “helpful” bacteria because they help to keep your gut healthy.

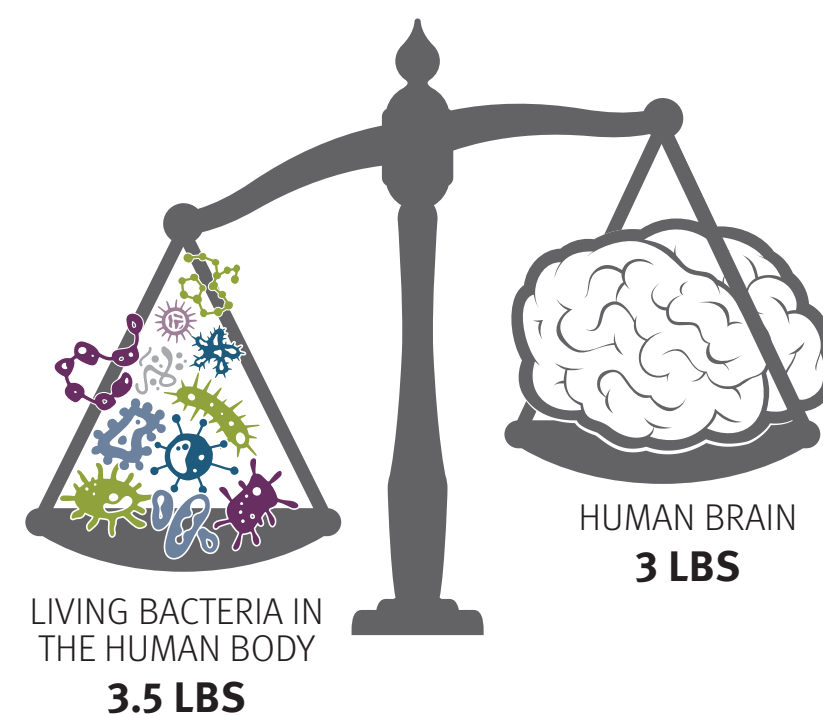
**70%**

of your immune system is located in your gut. Probiotics can help boost immune health.



Your gut is host to over **100 TRILLION** individual bacteria, from **500+ SPECIES.**

That's 10 times as many bacteria as there are human cells in the body!



LIVING BACTERIA IN THE HUMAN BODY  
**3.5 LBS**

HUMAN BRAIN  
**3 LBS**



### The Human Microbiome

The microbiome is the genetic material of all the microbes—bacteria, fungi, protozoa and viruses—that live on and inside the human body. The bacteria that contribute to our microbiomes are essential to human health, development, immunity, and nutrition.

### Sources of Probiotics



**YOGURT**  
probiotics keep a healthy balance in your gut.

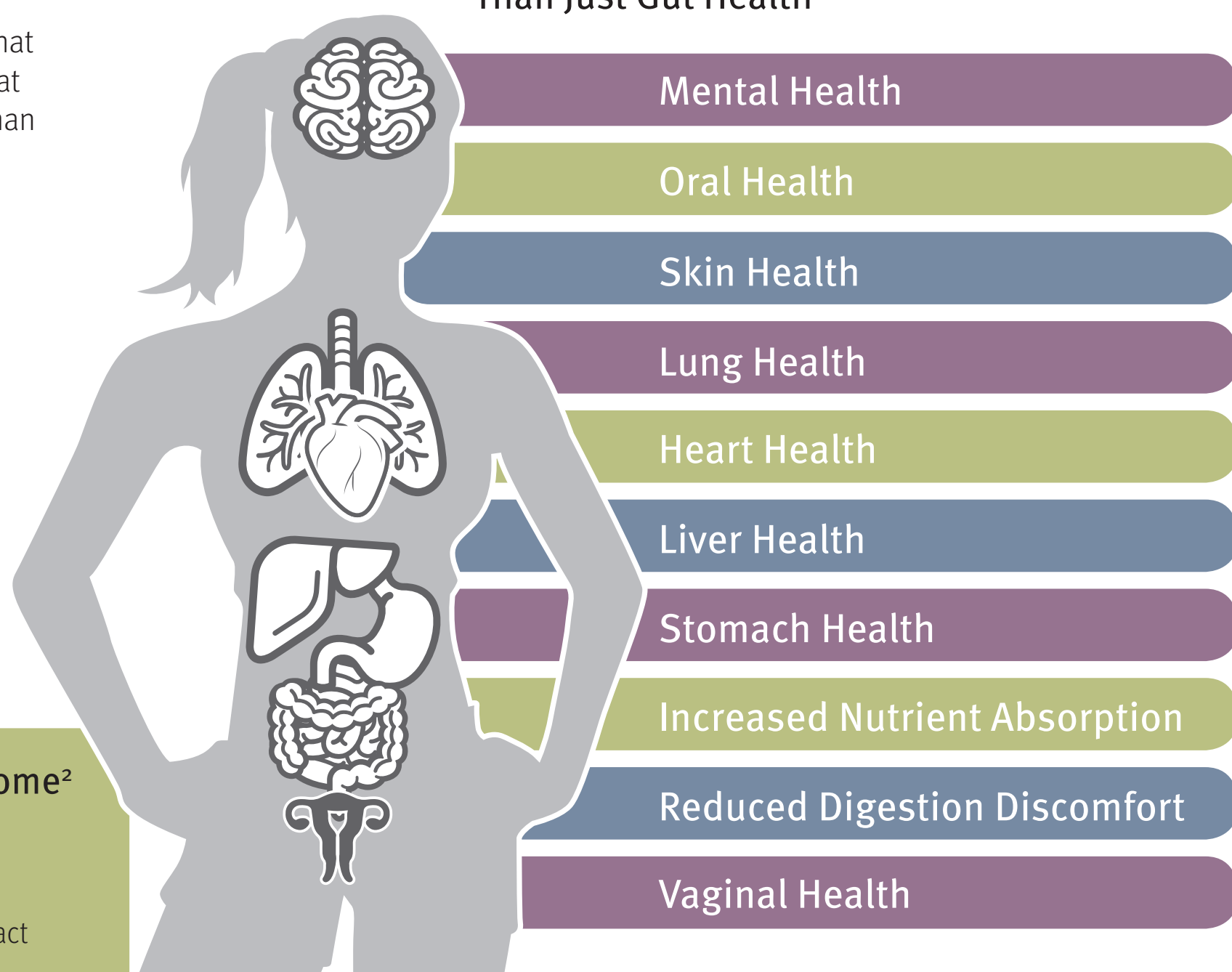


**FERMENTED FOODS**  
including kombucha, kefir, kimchi, sauerkraut, and others.



**SUPPLEMENTS**  
provide a source of probiotics with identified strains.

### Probiotics Influence More Than Just Gut Health<sup>1</sup>



### 5 Ways We Can Upset the Bacterial Balance of Our Microbiome<sup>2</sup>



#### Stress

The gut is vulnerable to the presence of chronic (and acute) stress—and there is evidence that it can have a physical impact on gastric secretions, gut motility, mucosal permeability and barrier function, visceral sensitivity and mucosal blood flow.<sup>3</sup>



#### Birth Method

It has been shown that babies born via C-section have reduced bacterial diversity and lower levels of good bacteria than babies delivered via the birth canal.



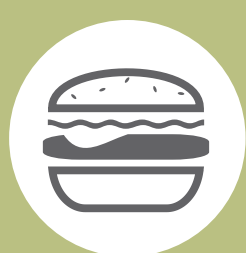
#### Exercise

Lack of exercise has been linked to lower diversity (fewer different species) of bacteria in the gut.



#### Antibiotics

The use of antibiotics is a major source of disruption of the balance of our gut bacteria.



#### Diet

Low fiber and high sugar diets can impact the bacterial balance in our guts. Sugar feeds bad bacteria, yeast, and parasites, while fiber feeds good bacteria. Excessive alcohol can also reduce the healthy bacteria in your digestive tract.

### Debunking the Myths About Probiotics

Myths about Probiotics	Facts about Probiotics
All probiotic strains are created equal.	Only a handful of probiotic strains have been clinically shown to support human health.
Better quality probiotics don't require temperature-controlled environments.	Even well-designed probiotics can be reduced in potency and efficacy if handled carelessly or exposed to heat during shipping or storage.
The higher the potency of a probiotic, the better the results.	The potency or dosage should be based on published scientific and clinical data on specific strains.
Guaranteed potency at the time of production and expiration is the same thing.	Only products that guarantee potency at expiration assure reliable dosing from start to finish.

### Help Maximize Your Microbiome with the Right Probiotic

- Most probiotics used today are generally regarded as safe, but talk to your doctor first if you suffer from an immune disorder, or have a serious underlying illness.
- Not all probiotics are the same. The genus, species, and strain determine their health effects.
- Choose a probiotic strain based on the desired health benefit(s).
- More gut bacteria is not necessarily better than less. It's all about scientifically researched strains and doses.
- Choose a probiotic from a trusted manufacturer of probiotics.

1. Prof. Guarner, Francisco, et al. *WGO Handbook on Gut Microbes*. World Gastroenterology Organization. <http://www.worldgastroenterology.org/wgo-foundation/wdhd/wdhd-2014/tools-resources>. Accessed August 19, 2016.  
2. University of Colorado Boulder. Gut Check: Exploring Your Microbiome. Coursera. <https://www.coursera.org/learn/microbiome>. Accessed August 19, 2016.  
3. Konturek PC, Brzozowski T, Konturek SJ. Stress and the gut: pathophysiology, clinical consequences, diagnostic approach and treatment options. *J Physiol Pharmacol*. 2011;62(6):591-9.

For more information visit [WhyUltraFlora.com](http://WhyUltraFlora.com).

