PROBIOTIC
10 BILLION ACTIVE CELLS
30 BILLION ACTIVE CELLS

UPC CODE 0 646420 5763 1 – 10 Billion
NPN # 80021416
UPC CODE 0 646420 5764 1 – 30 Billion
NPN # 80021490

NATURAL HEALTH PRODUCTS DIRECTORATE (NHPD) CLAIMS:

Jamieson Probiotics are approved for the following NHPD claims:

- Probiotic that forms part of/contributes to a natural healthy gut flora
- Provides live microorganisms that form part of/contribute to and/or confer a health benefit
- Provides live microorganisms to benefit health and/or to confer a health benefit

Product Details

Jamieson 10 Billion & 30 Billion Probiotics balance intestinal microflora and are used for overall digestive and immune health. In addition, these products can be safely taken by children. Each easy-to-swallow capsule is formulated to contain a minimum of 10 or 30 billion active cells, provided by *Bifidobacterium bifidum, Bifidobacterium breve, Bifidobacterium longum, Lactobacillus acidophilus, Lactobacillus paracasei, Lactobacillus rhamnosus, Lactobacillus rhamnosus (B), and Lactobacillus salivarius.*

GENERAL INFORMATION

Intestinal bacteria are essential to life. Soon after birth, gut colonization by microflora starts in the infant's intestines. The adult gastrointestinal flora is the largest reservoir of flora of its kind, with about 500 different bacterial species residing in the digestive tract. This micro-ecology is composed of two kinds of flora: native symbiotic (mutual beneficial relationship for the bacteria and host) bacteria, and potentially pathogenic bacteria. Good health often results from the delicate balance between the beneficial versus the harmful bacteria. [1,2]

A number of medical, dietary and lifestyle factors are believed to disturb the balance in the colon. Factors may include inadequate dietary fibre, oral antibiotic therapy, ingestion of environmental toxins, alcohol use or stressful lifestyle.[1]

Probiotics are considered beneficial and are sometimes referred to as "friendly" bacteria. The World Health Organization defines probiotics as "live microorganisms which when administered in adequate amounts confer a health benefit on the host".[2] The intestinal microflora consist of billions of bacteria that have two primary functions: they play a role in metabolism by helping to digest food, and also exert a barrier function by helping to protect the body from developing infections.[3, 4]

The beneficial lactic acid-producing bacteria *Bifidobacterium* forms a major part of the bacteria residing in the human intestinal tract.[5] Supplements that contain this particular strain of bacteria can help support a healthy balance of intestinal microflora and stimulate the natural defenses of the immune system.[3,4]

Acidophilus is a general name for a group of probiotics, often sold as a capsule, which contains one or more types of bacteria that aid in digestion.[6] Since *Lactobacilli* strains tend to be found more in the small intestines and the *Bifidobacterium* strains tend to be found more in the large intestines, a multi-strain product that contains both *Lactobacilli* strains and *Bifidobacterium* strains will provide beneficial bacteria to a larger portion of the intestinal tract.[7,8]

A large body of evidence also suggests that probiotics may play a role in restoring normal intestinal flora both during and after antibiotic therapy, which helps to prevent antibiotic-induced diarrhea.[9,10] Probiotics are often suggested as a supplement when you take antibiotics and/or anti-acne drugs.[9,10] Antibiotics and these types of drugs kill bacteria, but don't discriminate between "friendly" and "unfriendly" organisms, so the balance between good and bad bacteria in the intestines can be upset. [1]

For Accidental Overdose (such as child ingesting formula)
Dial 911, 0 for operator assistance or call your nearest Poison Control Centre.

For Professional Use Only
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In addition, probiotics may help to prevent "traveller's diarrhea", which can occur after the consumption of food or water that is contaminated with disease-causing bacteria.[11] These "friendly" bacteria have also been found to be helpful for diarrhea in children.[4] Furthermore, these micro-organisms have beneficial effects in shortening the duration and reducing stool frequency in acute infectious diarrhea.[11]
#
A major misconception with those that eat yogurt is that their daily serving provides sufficient probiotics. There are many yogurts on the market claiming to provide special probiotic strains and amounts. However, it is important to remember that only supplements provide a therapeutic dosage of probiotics.[13] The amount of probiotic in yogurt at manufacturing time may be greatly reduced at the end of the product's shelf life. Consequently, probiotic potency at expiry date is often unknown. Furthermore, unlike yogurt and many other dairy products claiming to be a source of probiotics, supplements do not contain a significant source of sugar or calories and high quality formulations are free of artificial colours and flavours.[13]

Probiotics are living microorganisms and can be measured in colony forming units (CFU). Over the course of the product's shelf life, the number of CFU can significantly decline due to exposure to high temperatures, oxygen, moisture and direct light.[1] This will consequently result in reduced potency of the product over time. Jamieson however, ensures that all probiotic containing products are labeled according to the CFU count at the expiry date of the product to provide optimal benefits to the consumer. [12]

Jamieson's 10 & 30 Billion Probiotics are formulated from natural sources and are pharmaceutically tested to guarantee full potency and absolute clinical purity.

What makes 10 & 30 Billion Probiotics from Jamieson Laboratories different…and why does that difference mean better?

1) Full potency guaranteed – contains 10 or 30 billion active cells at time of expiry.
2) Products are shelf-stable – no refrigeration required.
3) Contains eight unique therapeutic strains of probiotics.
4) Delivered in easy-to-swallow capsules.
5) Our premium formulations are manufactured using the 360 Pure process – a minimum of 360 quality tests that guarantee traceability and reliability of raw material, product safety, full potency and absolute clinical purity.

INGREDIENT INFORMATION

PROBIOTIC WITH 10 BILLION ACTIVE CELLS

Available as 60 capsules.
Each veggie capsule contains:
Bifidobacterium bifidum HA-132……..…..6.0x10^8 CFU
Bifidobacterium breve HA-129……...2.5x10^9 CFU
Bifidobacterium longum HA-135…….…...7.0x10^8 CFU
Lactobacillus acidophilus HA-122……..8.0x10^8 CFU
Lactobacillus paracasei HA-196…….2.1x10^9 CFU
Lactobacillus rhamnosus HA-111……...2.7x10^9 CFU
Lactobacillus rhamnosus (B) HA-114…….5.0x10^8 CFU
Lactobacillus salivarius HA-118……1.0x10^8 CFU

PROBIOTIC WITH 30 BILLION ACTIVE CELLS

Available as 60 veggie capsules.
Each veggie capsule contains:
Bifidobacterium bifidum HA-132……1.2x10^9 CFU
Bifidobacterium breve HA-129……...3.6x10^9 CFU
Bifidobacterium longum HA-135……1.2x10^9 CFU
Lactobacillus acidophilus HA-122……..4.5x10^9 CFU
Lactobacillus paracasei HA-196…….8.7x10^9 CFU
Lactobacillus rhamnosus HA-111……...9.6x10^9 CFU
Lactobacillus rhamnosus (B) HA-114……..…9.0x10^8 CFU
Lactobacillus salivarius HA-118……3.0x10^8 CFU

EXCIPIENTS

Maltodextrin, Fructooligosaccharides (10 Billion only), Vegetable Magnesium Stearate, Silica, Ascorbic Acid, Water-Soluble Cellulose.

DIRECTIONS

Adults, adolescents and children over 1 year:
Take 1 capsule daily with a meal.

For young children:
The capsule can be broken apart and sprinkled over semi-solid foods such as yogurt or apple sauce.

Store in a dry place between 15ºC-25ºC, away from children. No refrigeration required.

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INDICATED BENEFITS

- Balances intestinal flora for the maintenance of good health.[2,3,4]
- Probiotics that form part of/ contributes to a natural healthy gut flora.[1]
- Provides live microorganisms that form part of/contribute to and/or confer a health benefit.[1,4]
- Provides live microorganisms to benefit health and/or to confer a health benefit.[4,9]

NUTRIENT INTERACTIONS

Drug Interactions
None known when taken as directed.

Nutrient Depletions
Antibiotics – probiotics protect against diarrhea caused by antibiotics.

Supportive Interactions
None known when taken as directed.

WARNINGS AND PRECAUTIONS

Discontinue use and consult a health care practitioner if symptoms of digestive upset (e.g., diarrhea) occur, worsen, or persist beyond 3 days. Do not use if you: experience nausea, fever, vomiting, bloody diarrhea or severe abdominal pain. Do not use if have an immune-compromised condition (e.g., AIDS, lymphoma, patients undergoing long-term corticosteroid treatment). This product has come into contact with milk and soy. Do not use if you have a milk or soy allergy.

TOXICITY, ADVERSE REACTIONS, AND SIDE EFFECTS

Do not exceed recommended dosage. Large quantities may cause diarrhea or other gastrointestinal side effects.

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12. Sanders ME & Veld JH. (1999). Bringing a probiotic-containing functional food to the market: microbiological, product, regulatory and labeling issues. *Antonie van Leeuwenhoek*, 76(1): 293-315.

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