

# The GNLD Difference: You Decide

*Everyone knows the importance of good nutrition and a safe environment. However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body, your home, and your family.*

## Healthy Nutrition: Feel It In Your Gut!

Probiotics, literally “for life,” have been used for centuries as a natural component in health-promoting foods. Probiotics are living microorganisms—usually lactic acid bacteria—that when consumed in sufficient numbers can provide health benefits that go beyond basic nutrition. The benefits are due, in large part, to the effects of these “good” bacteria on different intestinal functions. Benefits may also include removing harmful substances from the body or countering some of the effects of “bad” bacteria.

Products with active probiotic cultures are able to establish themselves in the digestive tract by attaching to the walls of the intestines and crowding out the bad bacteria. It is key though that in order to benefit from these health-promoting organisms, they must be viable and active when consumed and are able to survive through the harsh acidic conditions of the stomach to pass into the intestines in their live and active form. Some probiotic bacteria are not protected from being quickly destroyed in the acidic environment of the stomach, thereby providing no digestive benefit. Protection from that environment, therefore, is key.

The complex ecosystem of bacteria that lives in the intestinal tract is called the intestinal microflora, and the balance of good and bad bacteria is important to maintain a healthy intestinal tract. This is how the

intestine can act as a barrier—allowing important nutrients to be absorbed while keeping out toxins and foreign bacteria and viruses. This microflora also acts to break down vitamins and ferment fibers and carbohydrates that are not digested in the upper gastrointestinal tract. This breakdown produces fatty acids—also critical to a healthy intestinal barrier.

Several factors lead to an imbalance between good and bad bacteria. When a doctor prescribes antibiotics, for example, we consume this medication to fight infections—by killing bacteria. Unfortunately good bacteria as well as bad are destroyed. Stress, aging, diet, and various illnesses can also impact the delicate balance of the microflora. It is, therefore, important to introduce additional probiotics to our system.

The topic of probiotics has gained interest over the past year. Many products—yogurt, fortified foods including nutrition bars, muffins, and even ice cream bars, have all joined the probiotic parade. While these products have the right idea, caution must prevail when evaluating their benefits. Since there is no standardization requiring specific amounts of organisms—and a significant amount is needed for maximum benefit—nor any guarantee of viability past the stomach, consumers may not be getting what they think they are.

For GNLD, the topic of probiotics is not new; the product is not trendy. And most important, as always, the science behind the product is there. Acidophilus Plus™, GNLD’s supplement of beneficial bacteria, combines potency with technology to guarantee that a powerful number of live organisms survive the stomach acid and reach the intestines. Each serving provides five billion viable organisms capable of supporting optimal digestive tract function. By using an exclusive Gel-Gard targeted delivery system, Acidophilus Plus protects beneficial bacteria from stomach acid and so the maximum number of beneficial bacteria are delivered to the intestines where they’re needed.

Consistent with GNLD’s nutritional products, Acidophilus Plus is based on whole foods. The beneficial bacteria are isolated from cultured dairy foods and provide as many beneficial bacteria as 10 servings of yogurt—all in one convenient capsule! And for those with lactose intolerance, Acidophilus Plus is risk-free.

For a healthy digestion, probiotics are necessary. You can choose sources that are less convenient, have no guarantee of amount or viability, or you can choose GNLD’s Acidophilus Plus. You Decide.